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Drawn by Taylor Ferrell for The Book Estat

JULY 13, 1927

15 CENTS A COPY

"How Maytag Handles Dealer Advertising" By Roy A. BRYDT; "Problems of Domestic Refrigeration" By H. A. HARING; "Beating Price Competition in Industrial Selling" By R. L. BURDICK; "Advertising Turned the Tide in Automotive Industry" By F. C. Russell; "News Digest" on Page 90



THE neighbors think he's crazy. You can't blame them. Respectable young husbands and fathers don't ordinarily come dancing in from the 5:15 like a hamadryad on Midsummer's eve . . . leastwise not in Rogers Park.

How can they know that something BIG has come into the life of Morton V. Perkins and family of two . . . that he's just received his first big RAISE . . . that now the Perkinses can have a CAR? Yet, that's just it. The boss has listened to reason and from now on bigger and better pay checks are to make possible a smart 1927 model for the Perkins household.

But make no mistake about it. Perkins isn't going to buy A car . . . any old car . . . he's going to buy THE car. Perkins reads The

Chicago Daily News every evening. Automobile advertising in this effective medium has made him brand conscious. He is now ready to deliver himself "pre-sold" to somebody's salesroom.

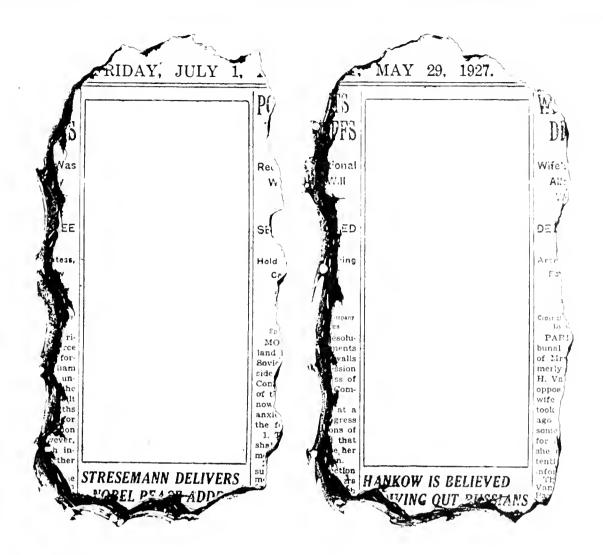
Thousands of young fellows in Chicago and suburbs are on the brink of the BIG moment. The car they'll buy will be the car they're being sold now. The consistent week-day leadership of The Daily News in automobile display advertising is the best evidence that manufacturers and dealers find it the most effective week-day medium through which to reach the Perkinses of Chicago and Suburbs during the important period when that first car is still but a rosy prospect.

Member of The 100,000 Group of American Cities

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 42d St. CHICAGO Woodward & Kelly 360 N. Michigan Ave DETROIT Woodward & Kelly Fine Arts Building SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for Six Months Ending June 30, 1927, 441,414

—95 per cent in Chicago and suburbs.



Both spaces cost the same but—

WHY does one advertiser get more value from similar space than another?

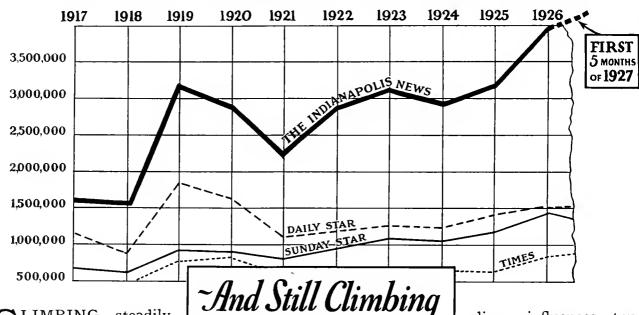
The answer is usually found in the copy. Skillful copy may make a given space ten times more valuable than dull copy. From the standpoint of value received, the advertiser who is getting mediocre copy from his agency is. in effect, paying many more times for advertising space than the price shown on the rate card.

Facts need never be dull. Business executives, in choosing an agency, would do well to remember that they get no more circulation from magazine or newspaper than their advertising is able to interest.

Joseph Richards Company, Inc.

251 Park Avenue, New York City

Let this 10-Year linage Record of National Advertising Guide You



First 5 Months 1926 1.691.769

First 5 Months 1927 1.814.627

NATIONAL LINAGE

NATIONAL LINAGE

GAIN over 1926

LIMBING steadily, year after year, farther and farther above all other newspapers in Indianapolis — that's the fact-picture of the national advertising linage of The INDIANAPOLIS NEWS revealed in the above chart, based on ac-

curate records supplied by The Publishers' Service Company, an independent space auditing bureau.

Almost phenomenal—you might think—unless you knew the sound, logical, clearly-defined reasons back of this exceptional preference for The NEWS by successful national advertisers.

Indianapolis is the focal point of one of the richest and most approachable markets in This single metropolis of Indiana influences twothirds of the state.

And one newspaper—The INDIANAPOLIS NEWS-gives to advertisers the greatest and most thorough coverage in Indianapolis, plus properly proportioned circula-

tion throughout The Indianapolis Radius. . . The NEWS, with its 57 years of public service as a great newspaper, conveys to all its advertisers a prestige, a powerful good will, that can be obtained from no other source.

This record of NEWS leadership-with its six issues a week against a field of thirteen issues—is a splendid tribute to the experience and wisdom of thousands of national advertisers, who know the one way to assure the most effective advertising results in Indianapolis.



The Indianapolis News sells The Indianapolis Radius

122.858

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St.

J. E. LUTZ Chicago: The Tower Bids

Everybody's Business

By Floyd W. Parsons

Traffic Jams and Living Costs

MUCH has happened since that August afternoon in 1826 when John Stevens built a wood fire in the odd-looking contrivance that was to

startle the natives by traveling around two concentric circles of wooden rails that had been laid down upon his New Jersey lawn. Few of those present at the time appreciated what the steam train was ultimately to mean to America. They did not realize that very soon our legislatures would be besieged for railroad charters, and the crack of axe and pick would be heard all over our country slashing out rights of way for what was to be the greatest national transportation system in the world and the cornerstone of America's economic progress. Our

railroad mileage would now belt the earth a dozen times, and, when we include the cost of equipment, we have here a total investment in rail transportation facilities of \$25,000,000,000. Our expenditure for improved highways and motor vehicles exceeds that for railways, while one and one-fourth billion dollars have been spent for river and harbor improvements.

But notwithstanding our great progress in this vital field of transportation, the work has hardly more than commenced. Time is money, and delays in moving merchandise and people add materially to the cost of doing business. In 1921 and other years of depression, a lack of haulage facilities was always a contributing factor in the slowing down of industry. Probably one reason for the protracted continuance of our present period of prosperity is the fact that there has been no shortage of freight cars during the last four years

But transportation in America must now undergo a revolution. The old order is now facing new and radical forms of competition. One has to do with moving the Atlantic Ocean into the heart of the North American continent. Our Great Lakes ports will become ocean ports, thereby removing the freight disadvantage which affects forty million Americans residing in what we call our midwest region. Farmers and manufacturers in this section learned long ago that it is ten times as expensive, ton for ton, and mile for mile, to move goods to market over the land as it is to move them over the ocean.

Since these folks could not go to the ocean, they decided to bring it to them, and this will largely overcome the handicap of America in competing for the world's grain markets. The important cities of Russia

and the farming countries of South America are on the seacoast and the farms not far away. Here in the United States the grain-growing districts face a land haul of from 500 to 1500 miles, which has helped to reduce the buying power of the American farmer's

dollar. With this situation corrected a new era will commence in all of our midcontinent States

Then there is the serious problem of adequate, surfaced high-ways to permit the free movement of more than 25,000,000 selfpropelled vehicles. If all the motor cars now in use in the United States were lined up one behind the other and given a spacing of 20 feet, these cars would cover a mileage greater than one-fourth of our 550,000 miles of improved highways of all types. We must now produce 3,000,000 automobiles a year in

all of our States.

Then the rious proquate, sure ways to tree move than 25, propelled all the main use in States wone behind and given 20 feet, would congreater the of our 55 improved all types now produced the states of the states would congreate the of the states would congreate the states which would congreate which would congreate the states which would congreate which would be states which would be

order to replace only those that are scrapped.

The amazing development of self-propelled passenger and freight vehicles over both long-haul and short-haul routes has created a necessity for highways and streets that will stand up under intense stresses the year round irrespective of heat, moisture and cold. We must have better brakes, better signal devices, better illumination and better vehicular control. Radical measures must be put into effect to conserve street space. Every Saturday night in several of our larger cities, there are over a thousand more automobiles than there were the Saturday before. It is literally true that on Sunday when the traffic officer in South Chicago holds up his hand, the automobiles in the same line in Michigan City stop.

We all know that improved highways have spread education through substituting the modern consolidated school house for the little red school that was far more picturesque than efficient. We know that better roads have been largely responsible for increasing residential building, chiefly in the suburbs, from \$450,000,000 in 1915 to about \$3,500,000,000 a year at present. We appreciate that the cost of our surfaced highways has been reflected many times over in the increased valuation of the lands they serve.

It is not enough merely to say that the remedy for our difficulty is more roads. What we must also understand is that yesterday's methods are obsolete. Instead of arresting people for going too fast, the principal offense will be for going too slow. Chief attention will be given to the enforcement of minimum speed laws. We must spend millions of dollars for double-deck thoroughfares with overhead or under-

[CONTINUED ON PAGE 62]

When In Detroit Do as Detroiters Do

Detroit
News
1,185,400
inches
Local Merchants'
Advertising
in 1926

Sécond Evening Medium 458.776 inches Local Merchants Advertising in 1926

The graph above portrays the relative use of space by local merchants in the two Detroit evening newspapers. It clearly demonstrates how far superior in advertising effectiveness The Detroit News is considered to be by the local merchants.

Those on the ground—the Detroit merchants—whose daily contact with Detroit people is direct and whose advertising effectiveness is immediately tabulated by the surest index vet known the cash register—continually prefer The Detroit News and use increasingly more space in its columns.



Crowd of Purchasers Waiting to Enter Owen & Co.'s Furniture Store, Detroit, After a Double Truck Advertisement Used Exclusively in The News.

In 1921 The Detroit News led the then second evening newspaper by 110%. In 1926, however, The Detroit News carried 1,185,400 inches of local merchants' advertising or 158% more than the present second evening paper did, thus showing not only remarkable leadership but a great increase in leadership.

This increased concentration in The Detroit News is significant of the greater value inherent in HOME circulation. In this respect The Detroit News is in a class by itself.

Detroit merchants are themselves readers of The News and are well aware of the influence The Detroit News has in the home circle. An instance of this may be seen in the fact that more than 300,000 letters were received in 1926 by various editorial departments of The News from householders, seeking advice on fashions, decoration, health, beauty, domestic economy and other topics.

In its own home town The Detroit News is the preferred medium and it is reasonable to assume that the newspaper so preferred by merchants is the newspaper that will bring the best results for manufacturers, as well.

The Detroit News

353,000 Sunday Circulation

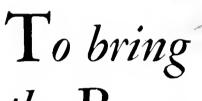
For 54 years Detroit's HOME newspaper

321,000 Weekday Circulation

Out of Boston's total trading territory this 12-mile area contains:

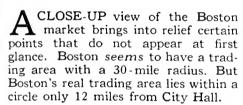
74% of all department store

- package deliveries 61% of all grocery stores
- 60% of all hardware stores
- 57% of all drug stores
- 57% of all dry goods stores
- 55% of all furniture stores 46% of all auto dealers and



the Boston Market

into proper focus ,,



Within this 12-mile Parcel Delivery area live 1,567,000 people, the greatest concentration of people in New England. Here also is found the greatest concentration of grocery, hardware, drug, dry goods and furniture stores, auto dealers and garages.

This 12-mile area is covered by the Clearing House Parcel Delivery, employed jointly by Boston department stores.

This, then, is Boston's Key Marketconcentrated, easy to reach, and easy to cover with advertising.

Leading Advertisers use the Globe

IN this area the Boston Globe has the largest Sunday circulation of any Boston newspaper. And here the circulation of the daily Globe exceeds that of Sunday. Uniform seven-day concentration!

The advertisers who know their local market best-the department stores-recognize the Globe's dominating position. They use more space in the daily Globe than in any other daily paper. And the Sunday Globe carries as much department store advertising as the other three Boston Sunday newspapers combined.

The Globe has won this leadership because it appeals to all classes. Its readers represent a complete cross-section of the population, without regard to race, creed, or political affiliation.

The Globe holds its great popularity among men because of its freedom from bias or favoritism in general news, editorials or sports. And its widely known Household Department makes the Globe the daily counsellor and guide of New England

To put your advertising message before the people who make up Boston's Key Market you must use the Globe first.

The Boston Globe The Globe sells Boston.



Our new booklet—"The Individual Home—the best market for any advertiser"—will give you a different viewpoint on the Boston market, Write on your business letterhead.

8 an advertisement by charles austin bates

An Infallible Test of Trade-Paper Value

AFTER THE POSTMAN'S DELIVERY,
HOW LONG DOES IT STAY IN THE WRAPPER?

JUDGE it on your own desk and on the desks you see in your travels. If the contents are alive, its mummification will not endure.

If you know from previous experience that the thing really is dead, it reaches the morgue of the waste basket in the condition of its arrival.

Advertising & Selling breaks out of its shell like a chicken. It is a self-hatcher. It has been known to nose-in for attention ahead of the morning's correspondence.

It has a personality, an atmosphere and a "kick". If you miss an issue, someone is sure to quote from it, or refer to it, and expose your error.

err err

THE comparative value of a page advertisement in an unread and one in a read publication, has never been determined, because nobody yet has found out how to multiply nothing. But we do know that vitality in the text pages cannot be wholly confined to those pages. Somehow it seeps over into the sold pages.

If an advertiser himself likes a publication, it is a fairly safe bet that the people he wants to reach also approve it. Like calls to like and when minds meet, there is trading.

Advertising & Selling is issued fortnightly. Subscription prices: U. S. A., \$3.00 a year. (Its true value is roughly estimated at about one hundred times its price.) Advertising rates will be divulged in strictest confidence, upon application. Main offices, 9 East 38th Street, New York City. Telephone (for those who are in haste): Caledonia 9770.



OUR small town sales will increase, if you will help your dealers sell through the direct medium of the Country Newspaper.

The dealers know that advertising in their local Country Newspaper pays. It makes them <u>better</u> dealers.

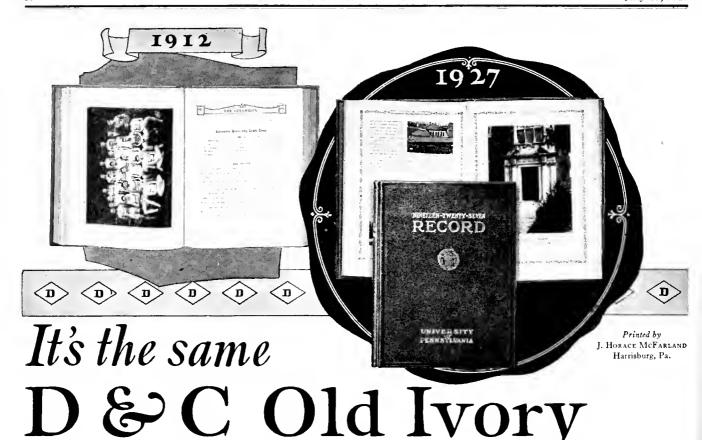
Ask your advertising agent to size up the Small Town and Farm market of more than SIXTY MILLION buyers. Or get in touch with us.

6800 selected Country Newspapers are represented by



122 So. Michigan Avenue CHICAGO 225 West 39th Street New York City

2111 Woodward Avenue DETROIT



DILL & COLLINS Co's.

ATLANTA-The Chatfield & Woods Co. Baltimore—The Baxter Paper Company Boston-John Carter & Co., Inc. Buffalo-The Union Paper & Twine Co. CHICAGO-The Paper Mills Company CHICAGO-Swigart Paper Company CINCINNATI-The Chatfield & Woods Co. CLEVELANO-The Union Paper & Twine Co. COLUMBUS, ORIO-Scioto Paper Co. CONCORD, N. H .- John Carter & Co., Inc. DES Moines-Carpenter Paper Company DETROIT-The Union Paper & Twine Co. Greensboro, N. C.—Dillard Paper Co., Inc. HARTFORD-John Carter & Co., Inc. HOUSTON, TEX.-The Paper Supply Co. INDIANAPOLIS-C. P. Lesh Paper Company JACKSONVILLE-Knight Bros. Paper Co. KANSAS CITY-Bermingham & Prosser Co Los Angeles-Blake, Moffitt & Towne MILWAUKEE-The E. A. Bouer Company MINNEAPOLIS-Minneapolis Paper Co. New York City-Marquardt, Blake & Decker, Inc. NEW YORK CITY-Miller & Wright Paper

NEW YORK CITY-M. & F. Schlosser Омана—Carpenter Paper Co. PHILADELPHIA-The Thomas W. Price Co. PHILADELPHIA—Raymond & McNutt Co. PHILADELPHIA-Riegel & Co., Inc. PITTSBURGH-The Chatfield & Woods Co. PORTLAND, ORE. - Carter, Rice & Co. PROVIDENCE-John Carter & Co., Inc. RICHMOND-Virginia Paper Co. ROCHESTER, N. Y.—Geo. E. Doyle Company SAN ANTONIO, TEX .- San Antonio Paper Co. SEATTLE, WASH .- Carter, Rice & Co. St. Louis-Acme Paper Company St. Paul-E. J. Stilwell Paper Co. SALT LAKE CITY-Carpenter Paper Co. San Francisco—Blake. Moffitt & Towne SAN FRANCISCO—General Paper Co. Springfield, Mass .- John Carter & Co.,

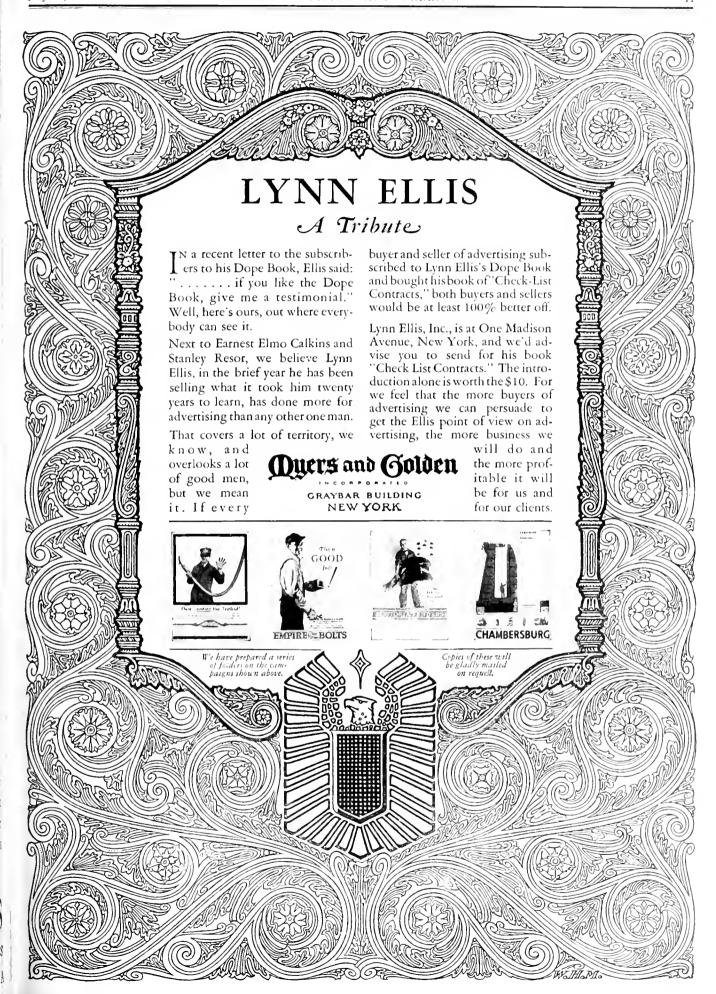
TACOMA—Tacoma Paper & Stationery Co. TAMPA—Knight Brothers Paper Co. WASHINGTON, D. C.—Virginia Paper Co.

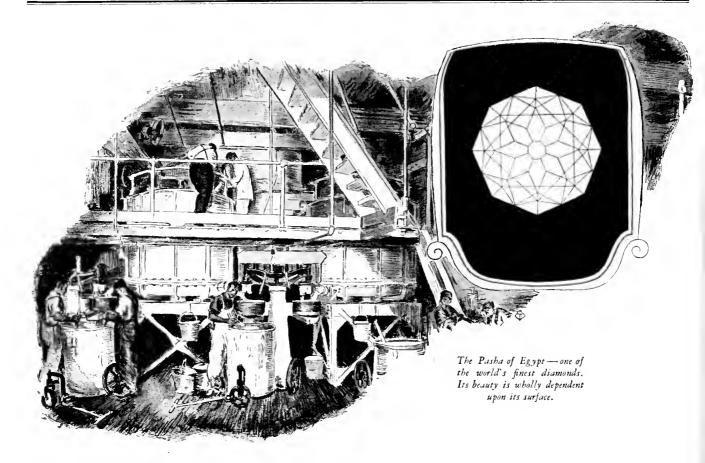
SCHOOL generation is four years. You're a tottering Old Grad in ten. And if the faculty remember you in fifteen it's unusual.

For two decades, in the finer school annuals, two papers have had the call, D & C Black and White and D & C Old Ivory. Such preference is not a matter of long-standing personal friendship—for each year a new class is at the helm, yet each year the orders come in from East and West, from South and North. It is rather a recurring recognition by keen young eyes of the greater printability of these D & C papers, a continuing realization by good printers that quality papers aid in producing quality books.

Old Ivory and its brother paper, Black and White, are today, as they were yesterday, unexcelled for fine halftone printing. There are other D & C papers that meet every printing need. Ask your paper distributer which D & C papers best meet your requirements. He is able and glad to help you.

DILL & COLLINS Master Makers pof Printing Papers Phil L A D E L Phil A





BEAUTIFUL SURFACES

The value of a diamond depends upon its beauty. Its beauty depends upon its surface. The surface not only is a beautiful thing per se, but sets off other beauties, and reveals hidden qualities.

It's like paper—for catalogs, booklets, magazines and circulars. Beautifully surfaced (coated) paper is pleasing to see and handle; it adorns good printing; makes type easy to read; shows every detail of the artist's and engraver's craft; and reflects the just pride that the user takes in the message he desires to tell. Things printed on coated paper are generally worth reading.

Among the world's oldest and largest producers of coated papers are the Cantine Mills of Saugerties, N. Y., which have been devoted to paper coating exclusively since 1888. Long and specialized experience have made Cantine's Papers thoroughly dependable.

From Cantine distributors (covering the country) coated papers in varieties for all requirements can be obtained promptly and economically. Write for our catalog and nearest distributor's address. Also for details of the Cantine Prize Awards for highest skill in advertising and printing, the first awards of the kind established in this country. (Address Dept. 340.)

THE MARTIN CANTINE COMPANY, Saugerties, N. Y. New York Office, 501 Fifth Avenue

Cantine's

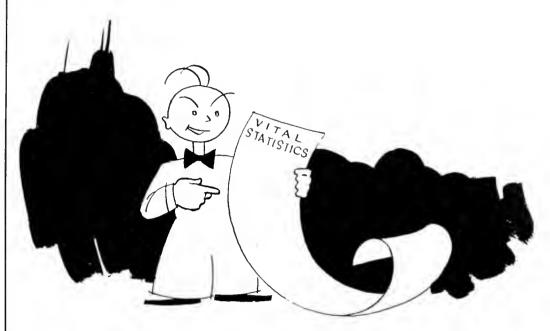
COATED PAPERS

CANFOLD

ASHOKAN

ESOPUS NO 2 ENAMEL BOOK VELVETONE SEMI-DUIL - Easy to Print

LITHO C.1 S.



Here is Portland's Newspaper situation

Three afternoon newspapers with a combined local week-day circulation of 147,869 (six months' average—40-mile radius).

One morning paper with local daily circulation of 65,953.

Of the 147,869 afternoon circulation, the Journal has 69,065.

In brief: With two competitors in the afternoon field, the Journal has more local daily circulation than any other newspaper in Portland.

The total circulation of all the afternoon papers is over twice as large as the morning circulation.

Portland's citizens register over twice as many "votes" for the afternoon field.

And the Journal has 47% of the total afternoon circulation in Portland.

- 1.—Buy the afternoon circulation in Portland.
- 2.— Buy the Journal as outstanding in the afternoon field.

The OURNAL Portland-Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO Lake State B'k Bldg. NEW YORK 2 West 45th Street LOS ANGELES 401 Van Nuys Bldg. SAN FRANCISCO 58 Sutter Street PHILADELPHIA 1524 Chestnut Street

"To rise above mediocrity ~~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~R:R:Updegraff



Courtesy Metropolitan Museum of Art.

GOTHAM uniformity of workmanship will win your approval even as it has won that of hundreds of other publishers and advertisers. They have discovered that the resources of Gotham are never taxed to the point where quality is sacrificed to meet the requirements of time. Gotham craftsmen are rapid and skillful, their working facilities extensive. Together with associated companies, located in the same establishment, Gotham service is inclusive of every branch of engraving and its allied arts of electrotyping, stereotyping, typography, printing, etc. Such an arrangement presents unusual opportunities for convenience, co-operation and uniformity of workmanship.

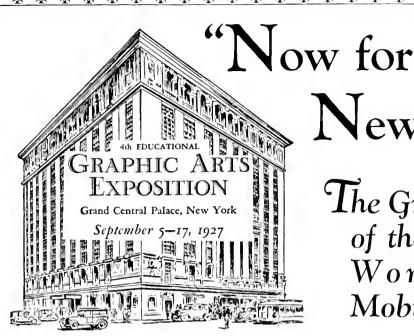
We make the most of these opportunities.

Gotham Photo-Engraving Co.

229 West 28th Street

Telephone Longacre 3595

New York, N.Y.



New York!"

The Great Army of the Printing World Will Mobilize Here!

This Is Your Exposition

Be a part of it. Its success will reflect credit on the entire industry

Not merely the printing world, but the world that uses printing, will visit the Exposition.

EW YORK will be the mecca for the foremost printers, printing house craftsmen, manufacturers of equipment, dealers in supplies, advertisers, buyers of printing and others identified with the graphic arts. For two memorable weeks the dynamo of printing activity will hum. On three big floors of the Palace will be assembled all that is new and interesting in the printing and allied industries. There the wide-awake ones will find new ideas, make new contacts, renew old friendships, and get first-hand information of "what's doing" in their business.

The Exposition will illustrate in a surprising manner the enormous strides made in the industry. World-wide interest has been manifested and leading manufacturers have arranged comprehensive exhibits. The management has planned a most unusual display with features which will attract the trade and public. Annual conventions and meetings of the leading bodies will be held coincident with the Exposition, assuring the right kind of attendance. Under no other conditions could direct contact be made with so many desirable prospects.

NATIONAL GRAPHIC ARTS EXPOSITIONS, Inc.

461 Eighth Avenue, New York, Room 1916

A. E. GIEGENGACK, Exposition Manager

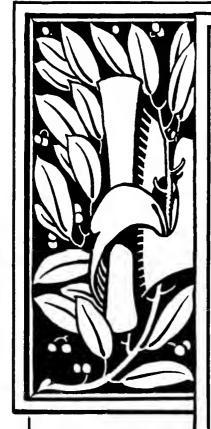
Telephone LACkawanna 5831-2

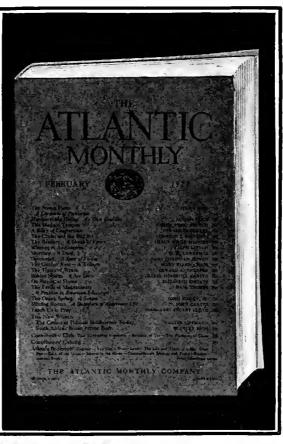
Plan YOUR Vacation to Include

NEW YORK in SEPTEMBER

The following associations, by whom the 4th Educational Graphic Arts Exposition has been organized, will convene in New York coincident with the Exposition:

THE INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN INTERNATIONAL PRINTERS SUPPLY SALESMEN'S GUILD INTERNATIONAL ASSOCIATION OF ELECTROTYPERS OF AMERICA UNITED TYPOTHETAE OF AMERICA INTERNATIONAL TRADE COMPOSITION ASSOCIATION FAMELOR OF AMERICA OF







12 POINTS OF DISTINCTION IN THE ATLANTIC MONTHLY

VI

BROUGHT OUT THESE EMINENT AUTHORS

JAMES NORMAN HALL MAZO DE LA ROCHE E. BARRINGTON

Wm. BEEBE

and others

Public response to these writers confirms THE ATLANTIC'S editorial perception.

Results

INCREASED CIRCULATION
INCREASED ADVERTISING VALUE

BUY ON A RISING TIDE!

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Advertising & Selling

VOLUME NINE—NUMBER SIX

July 13, 1927

FLOYD W. PARSONS	Э
How Maytag Handles Dealer Advertising Roy A. Bradt	19
Those Park Avenue Suckers EARNEST ELMO CALKINS	20
Beating Price Competition in Industrial Selling RUPERT L. BURDICK	21
Selling Cotosuet in Carload Lots CLAUDE C. HOPKINS	22
Domestic Refrigeration Faces Its Adult Problems H. A. Haring	23
The Two Most Important Business Generalities Louis Honig	24
City-Minded Copy BERTRAM C. BROOKER	25
Let's Be Fair to Dealer Helps C. C. AGATE	27
When Advertising Turned the Tide in the Automobile Industry FREDERICK C. RUSSELL	28
The Editorial Page	29
A Veritable Gamble with a "Nest Egg" JOHN ADAMS THAYER	30
Advertisers, Publications and Agencies Endors Lineage Proposal	e 32
Automotive Advertising Budget Reaches Huge Tota John Cleary	.1 34
Industrial Advertising and Selling	36
Mr. Kraus Replies to a Vaudeville Artist	40
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	72
E. O. W.	80
Woodbridge Re-elected by I. A. A.	82
The News Digest	90



THARLES KINGSLEY WOOD-→ BRIDGE, president of the Electric Refrigeration Corporation, was reelected to serve his third successive term as president of the International Advertising Association at the Twenty-Third Annual Convention of that organization held at Denver, Colorado, June 26-29. Mr. Woodbridge was formerly president of The Dictaphone Company and has long been an active member of the Advertising Club of New York. During his two terms as president of the I. A. A. he traveled more than 100,000 miles in its interests, spending a great deal of his time and money in promoting its affairs.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

New York: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 NEW ORLEANS: H. H. MARSH Mandeville, Louisiana

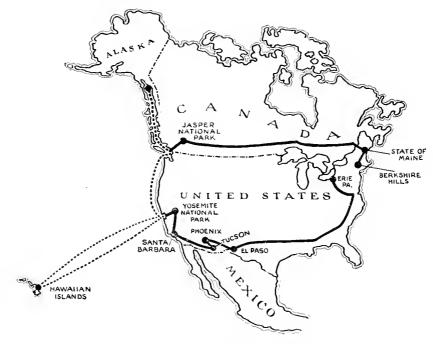
CLEVELAND:
A. E. LINDQUIST
405 Swetland Bidg.; Superior 1817

London: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

Subscription Prices: U. S. A. \$3.00 a year. Canada \$3.50 a year. Foreign \$4.00 a year. 15 cents a copy Through purchase of Advertising and Selling, this publication absorbed Profitable Advertising, Advertising News, Selling Mayazine, The Business World, Trade Journal Advertiser and The Publishers Guide. Industrial Selling absorbed 1925.

Member Audit Bureau of Circulations and Associated Business Papers, Inc. Copyright, 1927, By Advertising Fortnightly, Inc.

A CLIENT TOUR



HERE would be the itinerary of anyone starting out to visit all the places whose advertising is handled by the McCann Company: First he would go to the majestic Berkshire Hills of Massachusetts. Then to the beauties of our national playground, the State of Maine. Next to Jasper National Park in the heart of the Canadian Rockies reached via the Canadian National Railways (also a client). Following this, up to Alaska with its Totem Poles. Then down to California with stop over visits at Yosemite National Park and Santa Barbara. After this across the Pacific to the Hawaiian Islands, gems of the Pacific. Then back to America and eastward to the healthful climate of Tucson and Phoenix, Arizona. Next to El Paso, Texas, with its side-trip across the border to Mexico. And finally to Erie, Pennsylvania thus completing a journey of over 10,000 miles.

THE H.K.MCANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES



SEATTLE MONTREAL DENVER TORONTO

SAN FRANCISCO



IULY 13, 1927

Advertising & Selling

FREDERICK C. KENDALL, Editor

ROBERT R. UPDEGRAFF Marsh K. Powers Contributing Editors: EARNEST ELMO CALKINS G. LYNN SUMNER CHARLES AUSTIN BATES FLOYD W. PARSONS Kenneth M. Goode RAY GHES N. S. Greensfelder IAMES M. CAMPBELL FRANK HOUGH, Associate Editor



How Maytag Handles Dealer Advertising

By Roy A. Bradt

Advertising Manager, The Maytag Company, Newton, Iowa

N late years, particularly since the war, the manufacturer has Lbeen obliged to assume another job in addition to the simple fabrication of his product. Regardless of which market he visited, he found his jobbers and his dealers loaded with his product-floors full and warehouses full, with no demand. The dealer, without a merchandising plan to cope with such a situation, was sitting in the bandwagon at the head of the parade, holding up the whole procession. The manufacturer scratched his head. Surely there was a plan somewhere, a scheme of selling that would bring order out of such a chaotic condition. The manufacturer could not wait for the dealer to work out his salvation, so he added to his list the problem of merchandising. By all rights, this was the dealer's problem, but if the dealer could not, or would not, solve it, then the manufacturer must.

This was the position in which The Maytag Company found itself in 1919 with the farm market, over which we had dominated, practically gone, because of the industrial depression. The company had no city market, having devoted most of its attention to the farm. City markets were already glutted. There was no dealer organization, and apparently there was no demand for our product.



But in spite of all that, we had to sell washers. We got into a few dealers' stores and, when we did, we called on advertising to come and "do its stuff." We turned loose a few volleys that rumbled and shook the cities from end to end. happened. We tried other plans, They were fine plans, too, with only one shortcoming. They wouldn't work!

Again we surveyed the situation in an attempt to find out why nothing had happened. We had a highly efficient piece of merchandise, economically produced, properly priced. and there was no apparent reason why it should not sell much more rapidly than it did.

F. L. Maytag, founder of the company, said: "Well, if the people won't come and get our washers, let's take the washers to the people." He cancelled all advertising and sent men from house to house to tell the housewife the things she would not read or heed in the newspapers. The plan worked. Furthermore, it worked of itself without any apparent help from the outside. Salesmen, in calling from house to house, were able to locate prospects and sell the washer by giving home demonstrations in spite of the fact that there was no help of any kind from adver-

The fact of the matter was that we had tried every plan of merchandising except the one sound plan which had in it the fundamental reasons for success; namely, good merchandise properly priced, thoroughly distributed to dealer outlets with whom we provided sufficient man power to take the merchandise to the consumer. Then Mr. Maytag determined that it would be a waste of

money to advertise our product to the public until such a time as we had created an organization large enough to cope with the demand which advertising stimulated. So we set to work, building up a dealer outlet and perfecting what, we can truthfully say, is today one of the greatest resale organizations in the world.

This plan began, in a small way, in 1920. At the end of 1921 it was well under way, but still in its infancy. Sales had doubled from \$1,000,000 retail value in 1920 to \$2,000,000 in 1921. 1922 saw another increase in the size of the organization, when sales went to \$4,000,000, another double of the year before. In 1923 sales went to \$8,000,000. In early 1924 we reached a position of leadership. With sales mounting in this way, we felt it would not be long until we would want to, have to, in

fact, do some extensive advertising. Our development had grown in various territories to the point where we could do intensive sectional advertising; whereas, in other sections, we were in no position to ad-We picked newspapers vertise. because we could concentrate circulation in the districts where we had dominant distribution. Consequently, campaigns were released in the various points where we could efficiently follow through and reap the benefits of our expenditures. As other areas built up to the point where they deserved the same help, one or more newspapers could always be found in a strategic place to take care of that territory from a circula-We wanted our tion standpoint. dealers to do a certain amount of advertising in their own local papers to match that which we were doing in the larger key center papers.

But we, in common with most other manufacturers, had trouble in getting the dealer to do a certain amount of local advertising and do it consistently. Not that he didn't believe in it nor that his profit did not warrant it, but he held back chiefly because he was not an advertising man and had many things which, to him, were more important than spending money for advertising. In order to bring him about, we readjusted the price of the washers to the dealer, so that it cost him \$5 more. The list was also changed accordingly so that he was getting \$5 more per unit. We then told him that, if he would advertise in his local paper to the extent of \$5 per washer, he could send us his paid bills and clippings and we would reimburse him for his advertising. This meant that in case he did not [CONTINUED ON PAGE 76]

Those Park Avenue Suckers

By Earnest Elmo Calkins

\ VER since the Park Avenue Association gave out the news about Park Avenue's gilt-edged ⊿sucker list, my mail has increased like the loaves and fishes in the New Testament miracle. Every morning after breakfast there are gathered up twelve waste-basketfuls, more or less, of the literature of the beauty shoppes, modistes, furriers, cabarets and European hotels which are too exclusive to use anything so vulgar as newspaper advertising, and too ignorant to use good direct advertising. I am struck by the fact that as an article of sale goes up in the scale of costliness, smartness and snobbishness, it goes down in the quality of its advertising. Few inhabitants of Park Avenue ever see anything so good as Montgomery Ward's catalogue. What they get is the painfully prepared illiterate, crudely printed effort of the proprietor of a smart high-priced shop on Fiftieth Street, with none of the atmosphere of the shop in the advertising.

The popular device at present appears to be a facsimile of a letter in a woman's handwriting, signed by some such name as Delphine or Imogene, on baronial paper with a stamped head—a device that would not deceive a congenital idiot. These letters are usually mailed from Europe—I suppose there is an organization that handles such things—and the foreign stamp and postmark are supposed to put the recipient on tenterhooks to know what Delphine thinks of the marcelling turned out by "the La Raine Beauty Shoppe." The French and other European entrepreneurs who write their own name in home grown English are a source of

entertainment that no Park Avenue habitant would willingly forego. Here is one:

CHÉRE MADAME:

One may be forgiven if, in the thrill of mild Spring days, one yields to a pleasant madness, n'est-ce pas? Everything is exciting, from the buds in the park to ravishing new frocks, and the lovely ladies in them looking like delicate Easter flowers.

It seizes one, la jolie de vivre, and sends one off in quest of something in keeping with the eager spirit an effective climax to the gay mood and good looks. And there you have it, Madame— Lipstick Tussy by Lesquendieu of Paris!

Personally I am delighted when a provincial hotelier writes me of the "renom" of his hotel, or Worth speaks of the "apparition" of his new perfume. And listen to this London tailor, trying to break the lure of Paris with his insidious propaganda:

In these days, when you come, you would be well advised not to get off the boat at Cherbourg and scamper to Paris, which is now ineffably dull, and no longer even fashionable. You, with your virile intelligence, would never tolerate the sweet and ridiculously expensive champagne of the empty Montmartre, and the crude allurements of its aged, carmined habitues. You will find the Night Clubs and the Cabarets of London of far more interest, and far less tawdry. And if you know the ropes, you will certainly do Ascot, Sandown and Goodwood, besides which Longchamps and Chantilly are not to be compared.

It is difficult for the sellers to get their advertising pitched low enough in intelligence to reach the mental outlook of the Park Avenue denizen, who spends, believe it or not, \$15,000,000 for lipsticks, but you must admit they admirably succeed.





Courtesy H. Scandlin

Beating Price Competition in Industrial Selling

By Rupert L. Burdick

HE sales departments of concerns manufacturing industrial machinery or equipment often receive letters which, when stripped of technical verbiage and minor variations, run to this effect:

Messrs. John Smith & Co., New York City.

Gentlemen:

Will you please submit, by Decembuary umpth, your lowest quotation for furnishing so-many of such-and-such machines, to be installed in our Whattown plant as per specifications inclosed.

If your engineer desires to inspect the plant previous to making the bid, we shall be glad to arrange an appointment for him.

Very truly yours, Blank, Whatsthis & Company, Jas. Jones, Pur. Agt.

To most sales executives such a communication brightens the dullest of days even though they know that the identical letter is being read at the same instant by numerous competitors. The chance to figure on an honest-to-goodness "job" is a welcome relief from days of grinding missionary and good-will sales work.

But how many sa'es managers, having the very kind of machinery desired by the prospect, would commence operations by immediately consigning the specifications, unread, to the waste-basket? Yet that is exactly the phenomenon that the writer witnessed recently in the office of the chief sales executive of

↑HE sales departments of con- one of the leading industrial equipcerns manufacturing industrial ment manufacturers.

By considering fully the well-known fact that standard machinery of this type is usually bought on a close price-competition basis, you may easily appreciate my amazement when I saw that the specifications were not preserved sacredly for the purpose of figuring the bid to the lowest split-whisker. This "vice-pres.-in-charge-of-sales" was importuned to explain his apparent rashness.

"Oh, we'll put in our bid," he answered. "It will probably be the high bid, too. And, what may seem worse, we shall submit a different set of specifications of our own on which our quotation will be based. Yet I think we'll get this order."

Smiling at the natural bewilderment in my reach onto this radica'ism, he went on: "Does that surprise you? It shouldn't, because only in this way can we get out from under the confounded price competition which is threatening to become price cutting and which will wreck our entire industry." When further pressed to elaborate, he traced the history of his business through various price wars, that he might reveal the background which placed the present methods of selling in a different and less revolutionary light. Omitting quotation marks and condensing his conversational style, his story ran something after this fashion:

In earlier days the manufacturers of industrial machinery and apparatus were not bothered by competitors' prices, because equipment of this kind was not so largely standardized as it is today. In fact, in most lines, the makers of some type of equipment enjoyed a virtual monopoly because of patent protection on important parts of their products. Machines thus differed so widely that the purchaser looked for a machine having peculiar fitness to his need before asking prices.

EVEN today every manufacturer in this field tries to develop special "hickeys" and "doo-dabs" for his products which will at least maintain the fiction of monopoly or of particular fitness for some purpose, but as far as fundamentals are concerned almost any make of equipment will serve the needs of the general run of machinery users. In order to impress the alleged superiorities of these detail differences upon prospective customers, the manufacturers often employ engineers as salesmen, or call their representatives sales engineers. These men can talk glibly of the engineering technicalities and may occasionally make a sale on the strength of the particular "doo-dab" which they happen to be boosting. But in the

[CONTINUED ON PAGE 44]

My Life in Advertising—IV

Selling Cotosuet in Carload Lots

By Claude C. Hopkins

ESPITE my first success, there came a time with Swift & Co. when my advertising appeal lost all its persuasiveness. Cottolene cut prices. Swift & Co.'s business had been founded and developed on competition. They met any price that was offered, and they could not conceive of a product of theirs demanding a price above market.

We had fixed a price on Cotosuet one-half cent a pound above Cottolene. That price was essential to profit. Thanks to our advertising, we could obtain it from consumers. But the bakery trade formed a large part of our business, and the bakers, knowing Cotosuet to be identical with Cottolene. refused to pay the higher price. We had a branch office in Boston, for instance, costing \$2,000 a month. Six salesmen went out from there, and Mr. Aldrich was in charge. We gave them little credit for sales made to grocers, as a result of the demand we created. And their sales to bakers, at our higher price, became almost nil.

One day Mr. Swift called me to his office. "Here is a letter from Boston," he said. "I agree with it entirely. They are not making sales, and they cannot make sales, at the price you have fixed on our product."

"They are wrong," I replied.
"Real salesmanship has no regard for price. I am selling to consumers at our over-price.
Why can't they sell to bakers?"

"Can you do it?" Mr. Swift

I replied that I could sell to bakers just as well as consumers on the principles I advised.

"When can you go to Boston?"

"I can go in two weeks," I said. "I have much work to clean up."

"Go this afternoon," he ordered. "This is an urgent matter. We are



THE accompanying photograph of Mr. Hopkins THE accompanying photograph of the state was taken this summer at his country estate at Fruitport, Mich. In the foregoing installments of his autobiography he has described his early surroundings and the slow beginning of his struggle upward through the advertising world. Starting his business career as a humble bookkeeper in Grand Rapids, he soon attracted the attention of M. R. Bissell, president of the Bissell Carpet Sweeper Company, who offered him a posi-tion at a slightly higher salary. Here Mr. Hopkins gained his first advertising experience when be conceived the then unique idea of selling carpet sweepers by mail. His remarkable success led to further achievements in that firm, but his future there was limited and soon he went to Chicago as advertising manager of Swift & Company, the famous packers. Here, after fighting against most discouraging opposition, he finally established himself by putting over the new product, Cotosuet, by highly spectacular methods. In the accompanying installment he describes his further experiences in fighting the price cutting activities of Cotosuet's leading competitor

losing much money in Boston. I want to know the right and the wrong before we go much farther."

I walked out to my desk and found it piled high with important matters. I told my assistant to care for them. Then I picked up the proof of a street-car card which had just been submitted—a picture of a pie—and placed it under my arm.

When I arrived in Boston, I met Mr. Aldrich, discouraged and cynical. He told me what he had told Mr. Swift. I was a theorist in business. No one could hope to sell Cotosuet at a price above Cottolene, and no salesman did.

"Tell me someone you can't sell," I said.

Mr. Aldrich became more cynical than ever. "They are all about us," he returned. "We can't sell anyone. If you want the largest, take the Fox Pie Co. of Chelsea."

"Lead me at once to them!"
Mr. Aldrich did so. When we arrived we found Mr. Fox in his shirt-sleeves in the bakery.
We waited for him awhile.

When he came up to greet us I found him in a rather cantankerous mood. He was busy, and he knew we had nothing he desired. So he decided to dispose of us, as I saw, in short order.

But I greeted him like a fellow advertising man. "I am advertising manager of Swift & Company," I told him. "I have come from Chicago to consult you about a card."

I placed the card some fifty feet away, then stepped back and asked him to regard it.

"That card," I said, "is intended to picture the ideal pie. It has cost us a great deal of money. The artist charged us \$250 for the drawing. Then it had to be engraved on stone. Those colors you see there are produced by twelve separate

printings."

I explained the process as well as I knew it. And, since it was different from baking, he was interested in it. He was a pie expert, I

[CONTINUED ON PAGE 66]

Domestic Refrigeration Faces Its Adult Problems

By H. A. Haring

TITHEN four years America has become "refrigeration conscious." knowing more about proper food preservation and insulation than of calories and vitamines. Ice cubes have attained a social distinction. "Pride of ownership" as a buying motive has come into a new significance, according to the personal statements of leading distributors. It has far out-stripped utility and convenience, although those two features were by the manufacturers imagined to be the key to women's hearts and therefore to sales.

This "pride of ownership" is decidedly intangible. It is, like certain ruling virtues, better not dragged into the sales interview by name. And yet, in the words of the director of sales of one of the six giants in this industry, "all sales resistance wilts when we can touch this appeal without saxophoning it."

"Pride of ownership," he elaborates, "is terribly subtle. It takes tact and a rare understanding of woman psychology-things hard to teach in salesmen's schools where every hour is crammed with drilling the men in all the technique of refrigeration. But all the big money selling of electric refrigerators is grabbed off by the fellows who are skillful in vibrating the woman's

From another of the important makers came this judgment, in the same tenor:

"All our advertising falls short, but the agencies can't get the viewpoint. They do mighty good jobs picturing the unit and telling how it eliminates routine chores about the home and how to get rid of the



Drawn by John LaGatta for Massachusetts Baking Co.

knight of the ice-tongs, and all that —the arguments that won us early consumer acceptance. But those things are two years' history now. The thing that sells the wife and clubs the husband into giving her what she wants is pride. It's woman's vanity, old as Eve but a thing we daren't flout in a page advertisement. The minute we do, we'd be high-hatting."

Herein is suggested, too, a more practical difficulty of selling the new refrigeration. Each domestic sale, now that the first rush of wealthy homes are equipped, seems to require two sales: first to the wife and second to her husband.

OUSEHOLD appliance costing \$50-\$75 did not demand that the salesman interview the man of the home. If the woman was satisfied, she signed the contract. With the other extreme of commodity, costing upwards from \$1,000, the man made the agreement in families of the salaried type. Mechanical refrigeration of \$200-\$500, however, involves two selling tasks for each sale. Such over-estimated; or, at least, the im-

is the report, almost universal, among the haf dozen principal manufacturers.

Says one: "Ultimately it'll be 'Yes,' but the average family finds it easy to put off binding themselves for three hundred dollars. We can get Mrs. Blank warmed up and ready to sign, and then we can get Mr. Blank worked up with appeals of convenience to his wife, but they always put us off until another day, and then, in the night after the children are out of the way, they always have a heartto-heart talk. When our man calls again he gets a turn-down,

and he never knows the real objection although it's simple to guess. Some objection will be trumped up, but generally there's a peevishness that hides the real trouble,"

In the face of unprecedented consumer acceptance, the men on the firing line for domestic refrigeration have been encountering unexpected sales resistance. Note, as applying to this statement, that it refers to "domestic" and not to "commercial" sales. At first, sales in each community were a whirlwind of success. The new appliance made instant appeal to the wealthy. When, however, manufacturers project the marketing of a million units per vear into individual homes, there becomes necessary a systematic combing of each community for prospects.

Sales quotas have fallen short for this "industry of opportunity, with its great home-making service." to quote the words of a vice-president. One difficulty, that of two sales for each prospect, has already been suggested. Another reason is of a different sort. The market has been

mediate volume of individual, domestic installations has been exaggerated.

Too ready credulity of romantic minds is probably the explanation, although it is always interesting to understand how and why we have been misled. No remark is more common in regard to refrigeration than "the men behind it are recruited from the automobile world." These men, more than all others, have been misguided. They have misjudged the individual home market. Accustomed as automobile men are to selling units ranging from \$1,000 to \$5,000 in a market where saturation seems impossible even in the face of credible statistics, these men saw in domestic refrigeration a sales unit of \$200 to \$500, and immediately rushed to the conclusion that with a lesser price a larger market would be at hand.

Statistically this may be true;

practically, it is not. Demand for automobiles has, for one thing, never been broken down into: (1) Purely pleasure, owned by individuals; (2) purely commercial, owned by business houses; and (3) those owned and maintained for business ends but used also for personal purposes, including those whose cost is by one means or another padded into expense accounts. Within class (1), selling domestic refrigeration has uncovered by sharp contrast the fact that a family purse will buy an automobile at \$1,500 while feeling unable to contract for a refrigerator at onesixth that cost. For these reasons and others, the ex-automobile sales manager made shocking over-estimates of the immediate market for domestic installations of refrigerators.

Although commonly believed, as just stated, that automobile selling has supplied the field force for refrigerator selling, this assumption is probably an error. One authority within the industry declares quite to the contrary. To bear out his belief, he states that at a recent gathering of 750 sales managers it was possible to identify the "business pedigree" of 614 men. Of this number, 79 came from automobile selling; 29 from automotive supplies; 271 from electrical appliances; 104 from public utility concerns; 94 from radio.

"If anything like that ratio," he continues, "goes down from sales managers through their men, I can see daylight in our field problem. The hard thing has been to get salesmen big enough and experienced enough to sell an item running into three or four hundred dollars. They are satisfied to sell the refrigerating unit without a cabinet. The money's in the cabinet. The more porcelain lin-

[CONTINUED ON PAGE 77]

The Two Most Important **Business Generalities**

By Louis Honig

Honig-Cooper Company, San Francisco, Cal.

HRASES that label important and persuasion. While the objective business concepts too often lose their pregnancy of meaning because they are given a pat and commonplace utterance. Take, for instance, the terms "good will" and "the outside point of view." "Good will" has served so long and well in advertising and business that it deserves a recrudescence of explanation. And the same can be said of "the outside point of view."

The whole story of advertising can be written under the broad generic title of Good Will, because the entire purpose back of advertising is to obtain a good will of sufficient intensity to sell a product, or a service, or a belief in the company that manufactures the product or delivers the service. If followed through to its rational ends, advertising can be made effective only when it establishes good will at the crucial points of sale and reputation building. And this applies to every form and type of advertising effort.

Good will represents the u'timate in advertising. In order to secure it, it may be necessary to draw upon all the arts of narration, exposition

of advertising remains constant, the ways and means of arriving at those objectives are multiplex. That is where intellectual processes of analysis and deduction are given a form and play. That is why advertising has become such an interesting activity. A well constructed advertising program is, in fabric, analogous to a logically fabricated legal brief. The seasoned practitioner knows that in order to win his case he must not confound the vital legal issues. The issue in all advertising is good will.

As an outstanding testimonial of the prime importance of good will there is no more convincing citation than the large mergers that recently astounded the business world. In the final adjustment of stock evaluations the element of good will was high in the calculations of price. For once the bankers were forced to concede something to intangibility.

And how glibly the term "the outside point of view" is employed as an index to a full chapter of argument. Few of us stop to think just what the outside point of view means in the full reaches of its effects. means more than the public's attitude toward a product or a service. It goes to the very core of social and economic evolutions, on which manufacturing and selling success so often depend Back of "the outside point of view" is an understanding of all that is involved in public habits of buying—fixed, changed, or changing—the novelties and mutations that creep into merchandising methods, variations in the social and economic scheme resulting from inventions, or changes in the body politic.

T'S a most difficult task for men sitting on the inside to get "the outside point of view." The outside point of view comes from the outside and can be captured only on the outside. It's worth while getting, and also worth while giving time to explain its full meaning.

No longer should our tongues emit with smug indifference the two most pragmatically important of all business generalities: "good will" and "the outside point of view."

City-Minded Copy

By Bertram R. Brooker

LIE FAURE, the most famous of the modern historians of art, opens his recently published book of essays with this significant paragraph:

"I once knew a Negro, a citizen of the United States, who, not having found in Paris an elevator in every house, bathrooms in every apartment, electric light on every floor, affirmed his civilization to be superior to French civilization."

There are errors in this statement, but let them go, Looking at it broadly, there is an analogy

here which should prove arresting and thought-provoking to the copy writers living in the half-dozen largest cities in the United States.

These men live in big cities because they believe big-city civilization to be superior to little-city civilization or country civilization.

The belief may be more subconscious than conscious, but it exists; otherwise these men would be living elsewhere.

Few of them, probably, realize that this superiority complex (conscious or subconscious) is a real handicap. Yet a very cursory survey of the advertising situation will show that it is a very tangib'e one.

The big-city copy writers probably write more than 90 per cent of the national advertising that goes through the country's presses.

Yet 90 per cent of the readers of this advertising do not live in the three or four largest cities.

Hence a very small proportion of the total audience addressed, lives under conditions identical with those which form the background for most advertising ideas and most advertising expression.

This would not be so bad if America's two or three big cities were big editions of the smaller cities, but they are not. The citizens of New York have much more in common with the citizens of Paris than they have with the citizens of Sun Prairie, Wis. Indeed, big-city consciousness in any country, outside of



Courtesy, New York Edison Compan

the Orient, has a peculiar quality which marks it off from the bucolic consciousness in each or any of the same countries.

Many have noticed this, but never has it been given more emphasis than in Oswa'd Spengler's "Decline of the West," one of the most talkedabout European books of the last decade. Spengler says:

"In the place of a world (or worldconsciousness such as existed during the Roman domination, the reformation, the renaissance, etc., when thought-movements swept hamlets as well as cities), there is a city, a point, in which the whole life of broad regions is collecting while the rest dries up. In place of a typetrue people, born of and grown on the soil, there is a new sort of nomad, cohering unstably in tluid masses, the parasitical city dweller, traditionless, utterly matter-of-fact, religionless, clever, unfruitful, deepty contemptuous of the countryman,

The italics are mine.

PEW city-dwellers will admit the contemptuousness of the superiority complex. Some will cite the eagerness of city-dwellers to get out into the country as evidence against these citified traits; but this won't wash. They like the country as a ehange, but not as a steady diet; and, moreover, even in the country, they don't want to live as the eountryman does. They take their citified habits with them.

It is precisely because the copy writer is not likely to recognize and admit a big-city bias that "citymindedness" has grown to be a real danger in the preparation of national advertising.

If the city superiority complex were recognized and brought out into the open it could be allowed for—as we allow for the attraction of the planets in calculating the orbital motions of the moon. But it is not recognized because such a tremendous proportion of the men engaged in selling and advertising are soaked in

it, and are unconscious of it in the same way and for the same reason that we are unconscious of the air we breathe, until something goes wrong with it.

This unconsciousness of citymindedness dates back further than the present generation of advertising men. It arises from the fact that manufacturing has always been concentrated in cities, and at first was carried no further. Manufacturers made goods and buyers came to the cities to buy them. And even when the manufacturer felt the necessity of sending salesmen out to sell his goods, the routes of these salesmen followed the path of least expense—through the large centers of popula-

The salesmen, the sales manager, the company president, and the advertising agency executive are all in constant contact with cityminded men. The salesman is the only link in the chain who really meets the countryman on his own ground, and even the country merchant, through conventions and service clubs and trade papers and house organs, is frequently much more citified than the majority of his customers, the readers of national advertising.

And the trouble is that when the salesman contacts with a real, old-fashioned, dyed-in-the-wool countryman, the salesman's tendency is to discount his methods and ideas as those of a back number. And should he ever feel like reporting to his firm

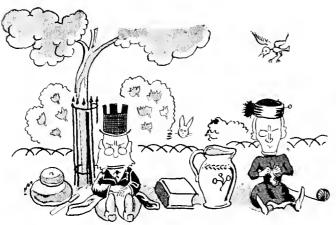
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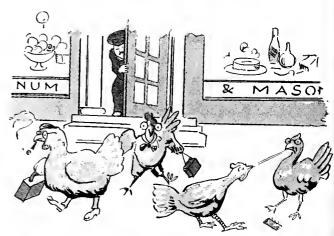
Canary espousing the Charleston after a libration of our incomparable Preserved Ginger



Director superintending the spraying of our Christmas Puddings with Liqueur Brandy



University Professor taking Omar Khayyam's advice in St. James's Park



Chickens suspected of the chewing-gum habit being refused entrance to our Yorkshire Pies



Our Departmental Gleaner collecting develict wigs after the Gordon Riots in 1870



The assistant who sinned after reading our Xmas Catalogue

PORTNUM & MASON, British purveyors of edible delicacies, rely upon a whimsical humor, typically British, for the conveying of their sales message. The above illustrations are representative of the many with which the pages of their booklets are embellished. The copy carries out the tone with a marked degree of perfection and, although it may seem surprising to a hard-boiled advertising man on this side of the water, an astonishing amount of business is thus directed to the firm under discussion. By not taking oneself too seriously, one may make claims for his product which otherwise would appear absurdly extravagant

Let's Be Fair to Dealer Helps

A Reply to Mr. Stensgaard's Questionnaire

By C. C. Agate

HAT the International Association of Display Men is alive to present day problems is amply evidenced by the summary printed in the June 15 issue of ADVERTISING & SELLING of the answers to a questionnaire sent to a large number of that association's members, display men of department stores, specialty shops and other large retail establishments.

This inquiry covered a question which is of considerable importance to many advertisers. Quoting from the introduction to "Facts." as this summary is entitled. "It is our desire to show that the store display executive cannot give valuable space to the average 'helps' furnished." Conclusions, however, are not confined to the premise which it was decided to prove, and they have been allowed to extend until they argue from the specific to the general and so lose force.

One of the important phases of "Facts" has to do with the kind of displays that stores employing display men will use. The figures show very definitely that preferred space would be given to display units of wood, satin, metal, etc., of a type to correspond with similar units now being employed by these stores; that they might even consider them on a rental basis, and that a large percentage might even agree to pay part of their cost.

That this kind of display material is acceptable there can be no doubt, but that the stores are willing to cooperate in its cost is news indeed! Some advertisers have tried the costly special displays, and not all report success. The difficulties of shipping, routing, breakage or the unwillingness of the department stores to feature the advertiser's brand name, have dimmed the ardor of some for this sort of special display. Certainly the questionnaire fig-

Editor's Note

This article was inspired by an article in our issue of June 15 by W. L. Stensgaard, entitled "Are Your 'Display Helps' Wasted?" Mr. Stensgaard had compiled an extensive questionnaire under the auspices of the International Association of Display Men, of which organization he is president. This questionnaire covered a wide range of vital subjects pertaining to the sales promotion and dealer relations of national advertisers, and the compiled answers brought to light some rather surprising conditions. The article under discussion was made up almost entirely from this material.

Mr. Agate, author of the accompanying reply, is managing director of the Window Display Advertising Association, and his point of view represents to a large extent a different side of the matter from that presented by Mr. Stensgaard. We publish this in the interest of fairness to all concerned, and would welcome to our columns any other comments from any source whatsoever which would have valuable bearing on the subject. We wish it understood, however, that ADVERTISING & SELLING presents no editorial opinion in so doing.

ures given will add to their confidence in trying again, and we might hope that "Facts" will have careful reading by the majority of the display executives and more particularly by the merchandising managers of the large stores over the country.

I F they realize that there is this spirit of willingness in existence among their own fraternity, we may hope that there will be a greater readiness to cooperate with the advertiser in their mutual display problem.

A large part of "Facts" is devoted to showing that the "display helps" now being received by these stores are not acceptable, are not used, and are not worthy of space in the windows.

This point is not subject to argument because it is presumed that the display managers and display men who answered this questionnaire

saw most of the material of this kind which was received by these stores. Certainly they should be the best judges of what they can use.

From this point on, we take exception to Mr. Stensgaard and the deductions he makes. The very definite impression which is received after reading this booklet is that 68 per cent of all dealer helps is wasted. But is it?

That there is waste is admitted. Unfortunately for this form of advertising as opposed to magazines, newspapers, etc., waste can easily be found and pointed out. The advocates of expenditures in other fields have not neglected to use this as an argument for their particular media. No one who is fair minded, however, is not willing to admit that there is considerable waste in the unread pages and columns of the magazines and newspapers. The only difference is that no one can take you by the hand and point it out.

Yes, there is waste, but Mr. Stensgaard overlooks the fact that the large numbers of dealer helps being distributed by national advertisers were not designed primarily for the use of department stores or other stores employing display men.

When he says that because they can use only 32 per cent of the material they receive (not primarily designed for them, don't forget) and leaves you with the impression that, therefore, 68 per cent of all dealer helps is wasted, he argues from the specific to the general; a dangerous means of arriving at conclusions.

The larger volume of these helps are prepared for the medium-sized dealer. It is quite true that there are many advertisers who do not now have special displays for the use of the display managers of the larger outlets. Frequently these stores are sent the regular helps in the hope that they may get by. That

[CONTINUED ON PAGE 79]

When Advertising Turned the Tide in the Automobile Industry

A Chapter from the Advertising Activities of John Wanamaker Reveals That the Growth of the Ford Idea Was Not Quite Like Topsy

By Frederick C. Russell

AKING better mouse traps than anyone else—and selling them-without the assistance of copy writing and space buying may be interesting theory, but it fails to convince the advertiser who takes the trouble to unearth the facts in every case where the Emersonian creed is supposed to be illustrated. Even the success of the Ford car fails to measure up to the mouse trap theory, even though the public, and many in the advertising profession, still be-

lieve that buyers merely beat a track to the Detroit wizard very much as Emerson said they would.

Kidding the Ford car is believed by many to have been its own particular form of publicity, while Henry Ford's personal achievements in racing, as well as the news that he was bucking the automobile "trust" of the early days in the interests of those who wanted to buy cars, is widely assumed to have been its more legitimate "advertising." If the advertising side-lights of automotive history are of any value, however, this may be Ford joke number 1,000,001.

While the country was hearing through the news columns of automotive developments involving the work of a Detroit mechanic known as Henry Ford, and some time before the nation was telling new ones daily on a popular article widely known as a "Tin Lizzie," advertising was playing a very significant



Henry Ford in his first car

rôle in helping to establish the Ford Company and its remarkable product. This was paid newspaper advertising, executed with great skill and foresight by one of the world's greatest merchants and advertisers.

This man, strange and unrelated as the fact may seem, was none other than John Wanamaker.

Ford repeated with automobi'es precisely what Wanamaker did with bicycles, and it was Wanamaker's success with the popularization of this earlier form of getting about that suggested to him the idea of supporting a man who was fighting the same sort of opposition. Instinctively Wanamaker chose paid advertising space in the newspapers as the proper channel through which to tell Ford's story.

To understand the rôle of the great department store merchant in helping to establish the Ford car, if not the automobile industry itself, it

is necessary to know what the public was in those thinking early days of the century when a cheap car cost \$1,500 and when no one but the man with a bank roll could afford to buy a car that made any pretense of giving service.

These early cars were in the luxury class, the situation being very largely due to George B. Selden, a New York lawyer, who believed that his patent for a gasoline engine was valid and that he was entitled to a royalty from every manufac-

turer who built a gas car. The manufacturers were making good profits and while Selden did not exact all that the traffic would stand by way of royalties, the public was encouraged in the belief that the automobile was a Selden-conceived vehicle and that it cost a lot of money for that reason.

Exactly ten years after developing his first car Henry Ford and his company sold the first commercially produced Ford car. This was in January, 1903. Although the car was a sensation at the Madison Square Garden show of that year, it was not reviewed by an early motor publication along with the other creations of that season. The manufacturers who paid royalties to Selden had organized the Association of Licensed Automobile Manufacturers and conceived the idea of using Ford's chief weapon of competition-his refusal to recognize the right of Selden to exact royalties

[CONTINUED ON PAGE 52]

THE · EDITORIAL · PAGE

Ingenuity and Trademarking

SOME months ago we made editorial reference to the probability that the ordinary chunk of coal would yet be trademarked.

A Wilkes-Barre coal dealer, situated in the very center of coal mining where coal is not "just coal," has used a completely new idea to meet the unusual difficulty of branding his commodity. He has had printed thousands of orange colored cardboard disks, scarcely more than an inch in diameter. Into every ton of coal he sells he mixes forty of these disks. The result is that with every other shovelful a householder uses, the disks remind him of the brand and quality of the coal.

It is a perfectly feasible and ingenious scheme which may possibly encourage coal companies to trademark and advertise generally.



Responsibility for Testimonials

BULLETIN C. R. 17-E of the United States Department of Agriculture puts it right up to the advertiser of foods and drugs to take the full responsibility for the use of any testimonial that claims or implies curative benefits for his product.

The text of the paragraph dealing with testimonials is unmistakably clear. It reads:

8. Testimonials

No statement relative to the therapeutic effect of a preparation should be made in the form of a testimonial for which the manufacturer is not willing to bear the full responsibility. Representations of curative or beneficial effect conveyed by testimonials are subject to the same requirements as other therapeutic claims. When a manufacturer publishes a testimonial to the effect that his medicine has produced certain results, he conveys to others the promise of a similar benefit, and he must assume the responsibility for all therapeutic claims made in this manner to the same extent that he does for promises of benefit made in his own words. That the testimonial may be bona fide and accurately quoted does not relieve him of this responsibility.

This is straight talk and something that needed to be said by an agency with authority behind it such as is invested in the Department of Agriculture by virtue of the Federal Foods and Drugs Act.

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Squibb Wins Its Price Fight

It will be recalled that some months ago a rather stirring story was told in this magazine about the forthright challenge flung by E. R. Squibb & Sons to the Owl Drug Co., a chain strong in the far west, and the amazing price-cutting duel which followed. Pressure was even brought to bear on other national advertisers in the fight, which raged so merrily that the Squibb dentifrice was sold down to a cent or two per tube. Squibb's mode of meeting the situation was to empower the dealer nearest the Owl store cutting the price to sell always lower.

While the duel was on there were plenty of fireworks, and dealers the country over were watching developments very keenly, for if Squibb lost, price disorganization was likely to set in pretty generally.

A happy outcome is that the Owl chain has been won over to the soundness of the Squibb policy and has signed a Squibb "distributor's franchise." Few national advertisers today have so valiantly defended themselves from unsound distributor tactics as has Squibb, and it is to the credit of the Owl company that it has grasped the essential fairness of a policy like Squibb's. The road will now be less rocky for other national advertisers because of this company's courage.

e>0

An Editorial by Harry A. Casey

IN a meaty little book, "How to Sell Newspaper Advertising," Harry A. Casey of the Scripps-Howard Newspapers says:

"Advertising is a form of transportation. The merchant's message is transported-delivered-into so many thousand homes. The newspaper does not dictate what prices are quoted in the advertisement. The newspaper has nothing to say about how that merchant's message is worded. The newspaper can do nothing but deliver the message-at low cost-to thousands of families. Direct mail advertising does the same thing at much higher cost. If a circular or a form letter does not pull the desired results, the merchant does not blame the post office nor the letter carrier. He does not tell the postman that he is a poor advertising medium. The postman has no control over what is said in the merchant's circular. He merely delivers the message. The newspaper, likewise, merely delivers the message."



A \$38,000 Advertising Post-Mortem

AFTER spending eight months and nearly \$38,000 in a try-out advertising campaign in a certain western city, a well-known New York company has had to abandon its effort in that territory.

Last week the president confided to ADVERTISING & SELLING that he still was unconvinced that advertising could not be utilized to put over his company's product, but he could not continue spending money and getting almost nothing in the way of returns.

Because we believe the following down of cases of this kind is part of our job, one of our editorial representatives in the vicinity made an investigation.

At the end of one day, during which he visited some twenty-five or thirty stores where the item was on sale, he sent this brief but illuminating message:

"If the man who wrote the advertising had spent even half a day in the stores of this city, he would never have written advertising anything like this."

Investigation at this end developed that the agency had never sent a representative to the city in question, but had spent \$38,000 for its client on an ingenious copy idea that looked all right in New York but which was totally unsuited to the section.

This sort of agency work must stop. The spending of \$38,000 is a serious responsibility, and it must be met with a more definite realization of its moral as well as its commercial aspects.

Recollections and Reflections—V

A Veritable Gamble With a "Nest Egg"

By John Adams Thayer

"AVE you \$10,000?" I was asked one day by Mr. George W. Wilder, the head of the House of Butterick. "No," I replied, my thoughts skipping to the Boston savings bank where I had tucked away three thousand of Mr. Munsey's money, received for my month's service with him. "Not all of it, but I can get the balance."

The conversation ended as abruptly as it had begun, but it had its sequel later in the announcement that I could buy a hundred shares of stock in the Butterick Publishing Company for \$100 a share, if I could raise the money within a week. I had had one modest experience in finance in Philadelphia, where I borrowed money to buy a small block of Ladies' Home Journal stock, which I had closed out on leaving the city; but this was a larger affair altogether. I had friends, and I canvassed the \$7,000. By the process of elimination, I got down to five names. I went to the wealthiest man first. He lived in Boston. knew that he was a many-times millionaire, and that \$7,000 was a small amount for him to loan me if he believed in the proposition as much as I knew he believed in me.

He listened carefully to my story, and telling me that I was probably paying twice over what the stock was worth, advised me against the investment.

Two Philadelphia friends were next on the list, and I took the midnight train to the Quaker City. Philadelphia may be quieter than Boston, but it is less conservative. The first man I called upon heard me out with interest, told me that no man ever made money until he got into honest debt, and promptly said that as I could probably get a loan from a bank of sixty per cent on the stock, he would indorse my notes. I was elated, thanked him heartily, and departed. I thought it wise to call upon my other listed



© Strauss, St Louis

THE above pieture is of George W. Wilder, the "silent" partner in the Ridgway-Thayer Company, publishers of Everybody's Magazine, which reached its zenith in 1906 with the publication of "Frenzied Finance," by Thomas W. Lawson, the noted Boston financier. Mr. Wilder, the head of the House of Butterick for the past quarter of a century, recently retired from active business to his country home in the New Hampshire hills

friend. He loaned me the required amount.

Some three months before making the remark which heads this article, Mr. Wilder had obtained control of the Butterick Publishing Company, a million-dollar concern in New York, manufacturing paper dress patterns and publishing a monthly periodical called *The Delineator*.

Casting about for an advertising man, he consulted Haro'd Roberts, at that time advertising manager of the American Tobacco Company, who wrote at Mr. Wilder's suggestion to ask if I would entertain an offer. He was, he remarked, looking not for the most brilliant man in the business, but an honest one; a requirement that shed a certain light on the task with which that man would have to cope. A few days afterward I went to New York, and a brief interview settled my engagement.

Our plans were threshed out a week later at Mr. Wilder's country home in the New Hampshire hills. There I had blue-printed the possibi'ities of the future so strongly on Mr. Wilder's mind that that everactive organ demanded prompt and tangible results. But these involved more than increased advertising receipts. Better printing, better illustrations, improved typography, attractive front-cover pages, and, logically, a larger circulation, were all imperative. In all these matters, outside my province, I assisted materially. The selection of the circulation manager and his assistant, the art director, and the foreman of the composing room also devolved upon me in the course of my ser-

My all-round zeal brought down on me the displeasure of the heads of other departments, who could not make out why an advertising man should suggest and push to completion ideas which did not pertain to his specialty. They did not know that my knowledge of publishing included every branch of the business, and I had no occasion to explain. Of the paper pattern department, fami'iar to the women of countless households, I had no knowledge. Nor did I seek it. I believed that if I concentrated my abilities on the problems of publication, Mr. Wilder's hopes would be the sooner realized.

George Warren Wilder had a sense of humor and a greater sympathy

[CONTINUED ON PAGE 56]

BRUCE BARION

ROY S. DURSTINE $oldsymbol{B}_{\mathbf{p}}oldsymbol{p}$ ALEX F. OSBORN



BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street



Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

Advertisers, Publications and Agencies Endorse Lineage Audit Proposal

N the June 15 issue of Advertising & Selling there appeared an article by S. E. Conybeare, entitled "Wanted-A National Audit of Lineage Figures." The writer discussed in some detail the confusion which has arisen in the mind of many a space buyer after listening to the heterogeneous jumble of meaningful and meaningless statistics shot at him by ardent publication solicitors. The trend in space selling at the present time seems to be toward figures; all kinds of figures and plenty of them. The activities of the Audit Bureau of Circulations has standardized and certified the figures in its own field, and the stress is being placed increasingly upon the advertising lineage figures carried by the soliciting publications.

As advertising manager of the linoleum division of the Armstrong Cork Co., Mr. Conybeare has long been a figure of importance in the field of national advertising. Now, as president of the Association of National Advertisers, his word carries even more importance. Therefore, when he declares that the existing situation is detrimental to the whole advertising structure, it would seem high time that those involved

should take notice.

Many of our readers have done so, as the accompanying letters attest. Few of them have anything particularly constructive to offer, but the opinions which they express are exceedingly significant. We publish them herewith in the hope that further attention concentrated upon this subject may lead to the taking of steps which will be of vital importance to the whole business of advertising.

Benefits to Three Parties

Benefits to Three Parties

Lineage records have decided values as space; (2) the publishers as a definite chart of their progress; (3) advertising generally as a measure of advertising lines produced. Most of us do not stop to consider production of advertising lineage or any possibility of over-production. Lineage, it seems to me, from the viewpoint of the advertiser or the agent is not in itself an end, but rather a means to an end of cnabling the user of advertising to apply intelligently lineage facts in considering other factors in the selection of media.

Reports of lineage largely prepared individually, as they are, are often more confusing than helpful, and it is important that all terms used in expressing lineage figures as they are sometimes now prepared, to further analysis on his own part, or by accepting the lineage figures per se, he is in the position of comparing oranges with apples.

There is little doubt as to the value of

the position of comparing oranges with apples.

There is little doubt as to the value of the suggestions in Mr. Conybeare's article, but it seems to me to be the publishers burden to prepare the lineage figures. But all publishers should reduce them to a common denominator. It may well be that advertisers and agencies could standardize the basis on which lineage figures are to be reported if they themselves would establish the breakdown of classifications.

A few years ago the American Association of Advertising Agencies initiated a standard rate card, which should be generally used by publishers. The beneficial results have never been questioned. The Four A's have initiated in conjunction with publishing bodies the standard order form, which unquestionably has resulted in large henefits to the publishers. It may be that if the three interests in advertising—the advertiser, the agent and the publisher—adject together and thrash out the basis upon which lineage figures should be reported so as to be of the utmost value, some standard

report of lineage can be evolved and the reports prepared with the machinery already at work in the publishers' offices. Such reports would at least all be on a common basis which would dispose of much of the confusion which today exists.

The publishers may even go so far as to affirm by adidavit the correctness of these figures. Before the days of the A.B.C., sworn statements of circulation were generally accepted, so now before the days of the Audit Bureau of Lineage would not sworn statements of lineage figures be just as acceptable? At least the subject of authentic lineage figures is so acute in the minds of many agencies and advertisers that I hope the thought outlined in Mr. Conybeare's article will carry on.

E. D. HILL, Treasure,
The H. K. McCann Co.

No Reasonable Objection

THERE can be no reasonable objection to Mr. Conybeare's plan from reputable newspapers or magazines, for the same reason that there was and is no objection to an independent circulation audit. Reputable publications have never misstated their circulation or lineage but many of them had and have different names for the same thing. If lineage records can be standardized as circulation records have been, it will prevent confusion of terms and therefore be to the advantage of all concerned.

and therefore concerned.

John S. McCarrens, Business Manager

Cleveland Plain Dealer

Cleveland, Ohio

Need for Standardization

THERE can be no doubt but that some proper standardized methods of auditing advertising lineage in newspapers would be of great value. Certainly very little credence can be placed in the conflicting claims of the newspapers now.

Most assuredly the newspapers, through

the A. N. P. A., ought to get together and standardize their lineage classifications, simplify their rate structure and provide some standard basis for furnishing advertisers and agencies with correct pictures of the patronage they have received in various classifications.

Needless to say, it would also be highly desirable for the newspapers to agree among themselves as to what constitutes national advertising, and to allow agencies and national advertisers to know what their local rates are. At the present time no automobile manutacturer, for example, can determine accurately what rates dealers and distributers are paying for their half of national advertising provided by the factory in those communities where the papers permit the local dealer to pay his half at a different rate from that charged the factory.

Austin F. Bement, President
Austin F. Bement, Inc.

Detroit

Favorable Position for the Agency

THE advertising agency would certainly be in a much more favorable position to buy newspaper space if it had available unbiased lineage figures compiled by a natival andit bureau.

biased lineage figures compiled by a national audit bureau.

If, in addition, these figures were broken down to show the newspaper lineage by industries or by large individual advertisers, very much as several of the large magazines now do with magazine lineage, much more information of value would be made available for the advertising man.

H. M. Donovan

Donovan-Armstrong

Philadelphia, Pa.

Misleading Lineage Figures

Misleading Lineage Figures
There has been, and undoubtedly always
will be, a powerful argument and strong
solicitation evolved from a predominance of
lineage in any medium. We realize this in
our own case and never hesitate to use this
argument in both local and national selling.
However, in our opinion this sales argument is given too much stress by the average publisher. Its importance in establishing an advertising medium as one of strong
pulling power may often be over-estimated.
Let us take the case of two competitive
newspapers, the one accepting all advertising without discrimination, the other maintaining a rigorous censorship of all copy;
the one conducting a vigorous selling campaign on special pages and special editions,
the other maintaining its volume of lineage
through straight advertising selling. It is
obvious that under such conditions the one
newspaper will be able to show a large volume of space which in many cases may be
totally unproductive, and yet certain classifications will show large excesses through
high-pressure selling methods.

It is our belief that this one consideration
alone tends to lessen the importance of ad
vertising volume as a sales argument whele
other conditions are nearly equal.

W. S. Bowman, Advertising Manager

The South Bend, Ind.

Unbiased Figures

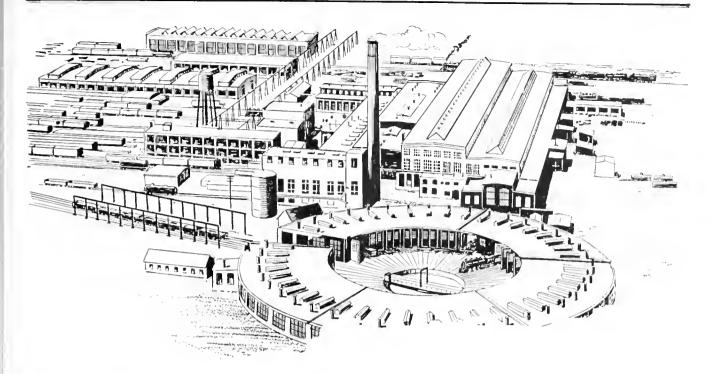
Unbiased Figures

THE problem of an accurate means of the checking newspaper advertising lineages outlined by Mr. S. E. Conybeare, is undoubtedly an important one. While we Chicago have already satisfactorily solve it for ourselves, it is apparent that it has is serious aspect for advertisers and agencientering other territory.

There is always, of course, a question of the advisability of buying space solely a basis of "follow the leader"—following the trail of competing advertisers, whether ight or wrong.

right or wrong.

CONTINUED ON PAGE 5



The Repairing of Locomotives and Cars Is in Itself a Big Industry



THE mechanical department of the steam railway industry represents a big market for car and locomotive appliances, machine tools and other railway shop equipment.

The mechanical officers are responsible for the design, construction and repair of locomotives, freight and passenger cars. In short, they keep the rolling stock in service and specify materials and appliances that enter into the construction and repairs of rolling stock. These same men specify machine tools and other devices and materials used in railway shops.

As one of the five Simmons-Boardman departmental railway publications, the Railway Mechanical Engineer is devoted exclusively to the problems and interests of the superintendents of motive power, mechanical engineers, master car builders, master mechanics, shop superintendents and foremen.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

608 S. Dearborn St., Chicago Mandeville, La. San Francisco 6007 Euclid Ave., Cleveland Washington, D. C. London

One of the Five Simmons-Boardman Departmental Railway Publications that Comprise the Railway Service Unit

Automotive Advertising Budget Reaches Huge Total

By John Cleary

HAT price advertising? That is a question which should concern automotive manufacturers today. It is prompted, in this instance, by a simple analysis of the recently published lists of the leading national advertisers during

Those lists indicate that of the 127 automotive manufacturers who spend in excess of \$10,000 annually, the fifty leaders expended more than \$41,000,000—or an average of more than \$820,000 each—for space in national magazines and daily newspapers alone, last year.

The figures are not padded. On the contrary, most companies are known to have spent more than the figures show.

The formidable grand total and the surprisingly high average of the expenditures are not created by inordinately heavy appropriations of a few advertisers. As a matter of statistics, the published records show that the total was divided as follows:

Three companies spent less than \$200,000.

Fifteen companies spent more than \$200,000 and less than \$300,000.

Ten companies spent more than \$300,000 and less than \$600,000.

Eight companies spent more than \$600,000 and less than \$900,000.

Eight companies spent more than \$1,000,000 and less than \$2,000,000.

Four companies spent more than \$2,000,000 and less than \$3,000,000. Only one company is listed as having expended a little more than \$3,000,000, and only one other company is reported to have spent slightly in excess of \$4,000,000.

Art and mechanical costs—always a substantial item, and now especially so, in view of the industry's present predilection for color pages—are not included. The figures given are for space alone.

The reports do not include the amounts spent in newspapers by local distributors and dealers, except

Editor's Note

At the suggestion of an automobile advertising man, and because our columns are always open to frank discussion of advertising and selling topics, we reprint the accompanying major portion of an article from Automotive Industries. While it is directed at the automotive industry, it raises questions that other industries may be facing. We question some of the author's statements and some of his reasoning, but we do not question the value of such a challenge as this. Advertising ought be challenged more and lauded less.

in a few instances of cooperative newspaper advertising with the factories. Nor do the figures embrace the sums invested in farm papers, business papers, direct mail, outdoor advertising, catalogs, booklets, folders and the multitudinous services rendered by the factory advertising departments—all of which cost money.

Add all these costs to the \$41,-000,000, and you will have an idea of the advertising outlay of fifty automotive manufacturers. Then add to this total the amount spent by seventy-seven others, and you will know the grand total of the advertising expenditures of the 127 manufacturers in the automotive field who spend more than \$10,000 a year in general advertising.

WE could make a guess at that grand total, but it would be only a guess and such a guess would not affect the purpose of this article.

That purpose—inspired by the report of the expenditures of the fifty leading automotive advertisers—is not to condemn these appropriations as profligate. Nor is there a disposition to criticize any persons or groups having to do with the disbursement of these advertising funds.

This is not an attack.

It is an inquiry—a calm, dispassionate inquiry, addressed to every

automotive manufacturer in the industry.

Its purpose is one of help-fulness.

Briefly, the inquiry may be summarized in two questions:

1. Is it necessary for you to shovel money into advertising by the hundreds of thousands and the millions, in order to create reputation and produce sales? In other words, must the degree of success of your advertising be measured solely by the size of your appropriation? Can you become a "leading" advertiser only by "leading" in the amount of money spent?

2. Are you—as an automotive manufacturer—giving to the purchase of advertising anything like the meticulous atten-

tion you give to your company's other purchases? Purchases of machinery, parts, accessories? Purchases of your manufacturing, engineering and selling talent? Purchases of labor and other service?

Let us look into the first question. Time was—and not so long ago when some of the most successful advertisers took pride in being able to lead their competitors in results, in business and in reputation, while falling considerably behind them in the size of their advertising appropriations. By expert skill and painstaking care in the preparation of distinctive copy and art, by unbiased judgment in the selection of media. and by scientific adroitness in the staggering of insertions, they were able to get disproportionately good results from their advertising-disproportionate, that is, when compared with the results of other advertisers spending considerably more money but lacking the same skill and knowledge and judgment.

They were acknowledged among the country's leading advertisers, acknowledged by the industry, by the trade, by the public—yes, even by the advertising profession itself—and yet they were not included in the lists of the fifty leading advertisers who spent the most money.

Reputation and sales combined to form the yardstick of advertising success in those days.

Today there is a mad scramble for

[CONTINUED ON PAGE 48]



No headline. No nameplate. But an *Interrupting Idea* in a simple photographic illustration has sold you a reading of this advertisement ... "The Light Touch Shave" is the pictorial and copy keynote of the advertising of the Gem Safety Razor Corporation. It was created by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

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INDUSTRIAL ADVERTISING SELLING

An Engineer's Reaction to "Technical" Advertising This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturer-to-consumer marketing will be found elsewhere in the issue.

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By J. Seton Gray

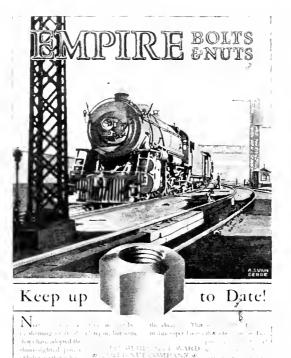
THE advertiser who is making a bid for the patronage of an engineering clientèle would do well to keep in mind what an engineer is. In practice, the engineer's job really consists of getting at the facts and the truth and proceeding to conquer the problem based on those findings.

By viewing the engineer from that angle, we can discover a similarity between the position occupied by the advertising man and that by the engineer. As an engineer, I have had experiences which indicated lost opportunities through failure of the advertiser to dig out the unusual facts and present them with a punch that cannot be sidetracked.

To cite one of these experiences, let me explain how the installation of power-meters saved an industrial plant nearly half a million dollars in capital investment annually. There were 4000 employees in the plant. The starting record was positively rotten. While the average employee punched in on time at 7 a.m., there were plenty of indications that the work did not start at that time and did not attain average

volume for some time after that hour. Watching power consumption in the power house confirmed that suspicion. It seemed plain that a long time elapsed before the full force of employees got going. The next step was an engineering purchase—power meters for each department were eventually bought. The charts resulting showed that work was started at 7:35 a. m.—not at 7. Then at the morning lunch period, for which 6 minutes were allowed, 10 more minutes were dissipated, making that lunch period a 16 minute loss instead of 6. Other calculations brought the average lost time per man up to 86 minutes daily. Starting with these facts, which were brought to light through the purchase of power meters by this engineer, the average of lost time was brought down to six minutes per day. At an average price of 60 cents per hour in this plant, this saving amounted to \$1,600 daily!

But nowhere in that meter manufacturer's literature, which I had watched over a period of many years, had there ever been any reference to this tremendously interesting adaptation of meters in the curtailment of capital investment. The biggest point of interest to the plant executive and to the engineer on a problem of this



sort had been missed by the meter manufacturer, either because he did not know of this type of service which his equipment could render to industry, or he simply had neglected to tell about it.

The long and short of it is that we must pick out the unusual, put a punch behind the facts, and we will make an appeal that cannot be sidetracked.

A study of hundreds of advertisements on trucking and conveying equipment failed to disclose any appeal by any manufacturer mentioning the possibility of saving thousands of dollars of capital investment through the proper use of such equipment. An example of this sort, properly presented, would appeal alike to the engineer and the chief executive of many industrial plants. Instead, the average advertiser seems content to make his bid for attention through merely an attractive display or some other eye-catching device. When you advertise to engineers, remember what an engineer is.

Many industrial plants are confronted with the problem of making plant repairs and replacing equipment, during the week-end shut-down period. I remember one instance where I had some quick repair work on concrete

to be completed in less than 24 hours. I had some time to prepare for the work on the following weekend, but after starting it had to be completed in time to avoid any

mommon of

retarding the next eduction. The plant chance of week's production. was located far from the centers of civilization. I consulted what few trade papers there were at the plant, but in none of them could I find a word about quickdrying cement. Finally I devised quick-drying mixture with silicate of soda and got by with it, but if some enterprising manufacturer of quick-drying cement had carried his message in the trade papers of that industry, I would have engineered a sale. Many mill superintendents and engineers are confronted with problems of this sort. To meet all possible demands and uses for his product, an advertiser must study his market and the media in which he carries his appeals. Many an advertiser puts over his demonstration perfectly but allows the real selling points to get sidetracked.

Business men are often skeptical about the value of advertising. And this attitude is taken by many industrial advertisers. It is the job of the advertising man to get the business man and the engineer to take the risks. If you will work with facts, dig out the truths, find the unusual

out the truths, find the unusual appeals, put a punch back of them in a way that prevents them from being sidetracked, you can successfully persuade them to take a chance—and buy.

Portion of an address before Joint Meeting of E. A. A. and M. A. I. A., Milwaukee, Wis.

James H. Gregory

Advertising Manager. Barber Greene Co.

President, Engineering Advertisers Association

NE day the boss called me into his office late in 1920—it is important to note the datc. In stead of saying goodbye to a promising young publicity man, he made me into an adver-



tising man right then. The following conversation ensued:

"Don't forget that to the average woman in the average city the guarantee of the local department store is as good as, or better than the guarantee of the manufacturer."

...TRUE TALK

-by a prominent Advertising Agency

It has to be! The whole business of a store of this type is built on the rock of customer confidence. Millions of dollars are willingly spent to make the word of the store a good reason for buying.

In every city and town, store promotion and store prestige arc the most magnetic, most effective forms of consumer influence. The buying favor of a thousand stores contributes more to the success of a product than the easily shifted impulses of a million consumers.

Build the framework first. Build interest, information, favor into the business thinking of professional buyers. Tell and sell the merchant—and he'll tell and sell the millions!

Use the logical, successful means—

DRY GOODS ECONOMIST

DRYGOODSMAN

The ECONOMIST GROUP

239 West 39th Street, New York

DRY GOODS REPORTER

"Can you write advertisements?"
"Sure. I studied copy writing in school."

"Go ahead, then. Our agency is no longer with us."

In those days neither our business nor our schedule was so large, and I didn't have to have help until two years later. Now the B-G advertising department consists of six other people and an advertising agency, so I don't have to do anything.

I have been a member of the Engineering Advertisers Association since 1920; I can remember when the N. I. A. A. was formed and similar events in the dim and distant past.

Out where I came from—Salt Lake City—until recently it wasn't the custom to ask questions about a stranger's past. However, I'll concede a point to a lighter age by stating that my experience previously consisted of a jumble of banking without interest, some studying at the University of Illinois, a look at the world through a port-hole, and an experience selling auto trucks.

When I was a kid I had red hair, but the color has deepened now, so that I don't have to fight about that any more. My wife considers it fortunate that our two daughters weren't afflicted with their father's color.

What do I like? Books, plays, historical movies, and Charlie Chaplin's older comedies. I don't like big cities or golf.

What Do You Know About Your Mailing List?

By E. J. Heimer
Secretary, Barrett-Cravens Company

THERE are many opinions current concerning this, that and the other type of mailing lists. There is one point, however, we must all recognize and bow to, and that is that the cost of your direct-mail is dependent in no small measure on the ability of your mailing lists. Hardly a week passes but some new angle presents itself whereby a list can be materially improved—some angle that will enable

one to secure better results from mailings and at lower costs.

Once upon a time I had need for a mailing list of all manufacturers in the United States rated at \$75,000 or over. I bought this list from a house whose business it is to compile them. didn't check it, but instead made an immediate mailing to the 22,000 names on the list. Inquiries started coming in from many manufacturers who couldn't use our equipment on a bet. This prompted a check-np of the list and immediately 4700 names were scratched off. You see, the list house considered the manufacturers of brassieres, caps, corsets, hose and the like were to be included. They did not investigate as to the nature of our products or they would have readily realized we had nothing for this field. So the names were included and we spent our good money soliciting them for business.

I now have before me a consolidation of results covering my direct-mail efforts for the past four years—results that definitely point out to me the most profitable lists.

There are four distinct types of lists known and are as follows:

Users' List Purchased Lists Salesmen List Competitors' List

The Users' List is, naturally, the list of concerns who have purchased and are using our equipment, and is, without question, our most profitable one. It appears that every direct-mail piece sent to this list will definitely pay for itself in the order produced.

We mean by Purchased Lists any list that we buy on the outside. These lists contain the names of manufacturers of all types and descriptions and rated \$25,000 or up. Then we have another group of Purchased Lists made up of manufacturers rated \$125,000 and up.

Next comes the list made up from the salesmen's reports, or Salesmen's List—a list possessing the names of individuals and, consequently, one with a high mortality rate. In spite of this, the list pays out very well and indicates the value of maintaining it as a permanent part of our direct-mail department. A Competitors' List, or list of users of our competitors' equipment, was compiled four years ago from the information taken from our salesmen's reports (another use for the salesmen's reports). We have used this list with frequent regularity and with fairly gratifying results.

Conclusion

The data which I obtained from tabulated reports on the various lists, ineluding quantity, business, commissions, gravy, cost and the like, proved conclusively that the best mailing list a manufacturer of industrial equipment can use is his own User List, while the next best is a list of his competitors' users. If that isn't available then he must compile a list—and perhaps should do so anyhow-from his salesmen's reports. It also shows the advisability of buying lists from a list house including manufacturers, or whatever they may be, of a high rating. The reason for this is perfectly obvious. Highly rated concerns naturally are large concerns, and the larger the concerns the more often they come into the market for your equipment and mine.

The Industrial Advertising Man of the Future

In a recent questionnaire sent to all members of the National Industrial Advertisers Association, one of the questions asked was: "What qualifications do you look for in an applicant?"

To satisfy fully a jury composed of twelve representative members of this group, the applicant would have to possess: interpretative ability, advertising experience, a nose for engineering news or selling points, merchandising and marketing sense, capacity for self expression, analytical ability, imagination, originality, military experience, culture, intelligence, force, brains, an engineering degree, willingness to work hard, a reasonably good personality, a thorough and practical knowledge of market study, selling experience, youth, a sales slant plus writing flair, initiative, loyalty, versatility, vision, a grasp of engraving, printing and art, and horse sense.

Applicants will please form in line on the left,



THE above illustration shows a photograph of the mural painting entitled, "New Orleans Welcoming the Nations," which is in the lobby of the New Orleans Permanent Trade Exhibition. This exhibition includes many exhibits by industrial advertiser interested in bringing their products before the attention of Latin-American buyers who are visiting New Orleans in increasing numbers as a result of the efforts of this institution

No Static On Station C.F.!

Its Radio Service comes through to 815,000 Farmers

FROM the very beginning, Capper's Farmer has taken an active lead in the radio field.

It was one of the first national farm publications to appreciate what radio could mean to farmers. It has published frequent articles showing how the radio—with its daily crop price quotations and weather reports—often means the difference between profit and loss to farmers in their harvesting and marketing.

Capper's Farmer was one of the first national farm papers to employ a trained radio engineer to take charge of its Radio Department.

Capper's Farmer publishes more radio editorial material than any other paper in the national farm field.

Only natural, then, isn't it, that Capper's Farmer should come to the front in radio advertising? Its radio lineage for the first five months of the year was 7,131 lines—second in radio advertising.

Here are some of the radio advertisers who appear in Capper's Farmer:

Atwater Kent (color); Radio Corporation of America (color); Crosley Corporation, Freshman.

Their message reaches 815,000 farmers of the Middle West. Intelligent, progressive people, on the lookout for ways to improve their living and farming conditions. Prosperous, too. Satisfied only with the best and well able to pay for it.

These farmers depend on Capper's Farmer for information and advice—on radio and in all other practical lines. Its influence with them is tremendous.

Capper's Farmer covers a section of the country that is predominantly rural and renders a service to the farmers of this rich section based on close, personal contact—a service which cannot be equaled by national farm papers originating in the east.

Whatever your story, if it appears in Capper's Farmer, you can be sure it will be seen and read and remembered.

M. L. CROWTHER

Advertising Manager
Graybar Bldg., New York Cuy

Sell this Territory thru apper's

farmer

Circulation 815,000

Published at Topeka, Kansas, by Arthur Capper

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

Mr. Kraus Replies to a Vaudeville Artist

How Many Advertising Managers Have Been Offered "Testimonials" of This Sort?

OSEPH M. KRAUS, advertising manager of A. Stein & Company (Paris Garters), Chicago, wrote us recently commenting favorably upon Earnest Elmo Calkins' article on testimonial advertising in our issue of June 15, "What Is the Paid-For Testimonial Worth?" He enclosed two unusual exhibits which are of sufficient interest to pass along to our readers. The subject involved in the paid-for testimonial; but a testimonial of a rather different sort than is usually associated with that term.

The exhibits in question consist of two letters: one from a certain vaudeville actor (name omitted for obvious reasons) to Mr. Kraus, and the other Mr. Kraus' reply. In his letter to us, Mr. Kraus says in part: "We do not know how many advertisers receive letters like the copy attached. We do feel, however, that it would be a good idea if such communications were answered somewhat along the lines of our letter of reply."

The letters follow in full. They speak quite adequately for themselves.

June 17, 1927.

Advertising Manager, A. Stein & Company, 1149 Congress Street, Chicago, Illinois.

Dear Sir:

You will recall having sent me, in September, a pair of your "Paris Garters," at the suggestion of your California salesman, who, in attending a performance at the Orpheum Theater in San Francisco or Los Angeles, heard me giving your product an advertisement in the course of my act. The mention I make of same is as follows:

"The modern girl has no use for hairpins or corsets. That's why instead of flappers I call them 'Paris Garters,' because no metal can touch them."

I am completing a tour of fortythree and one-half weeks, during which the above mentioned advertisement has been put by me to a trifle better than one hundred thousand people. You will admit this to have been a very wonderful "plug" for you,

Don't you honestly think I am entitled to something more substantial than just one pair of garters?

I am already booked for a tour commencing September 5th, and if you make it worth while I will continue to use this line in my act. As I am in the habit of altering and changing my monologue each season, it is optional with me what to retain and what to eliminate.

It is needless to say that a full page advertisement in some periodical, even with a greater circulation than one hundred thousand, cannot do you as much good as the spoken word from the stage of a theater. The latter they are compelled to hear, whereas the former can be skimmed over!

Looking forward to hearing from you, and possibly receiving a check for my past efforts, as well as what I am capable of doing for you in the future, I am,

Most sincerely,

June 18, 1927.

 $Dcar\ Mr.$ ---:

When we sent you a pair of PARIS Garters, some time ago, we did so, as you state, purely at the suggestion of our salesman, who enjoyed your act and who desired us to send you a complimentary sample of our products. We did not intend to pay you for this so-called advertising. In fact, we were under the impression that the theatrical profession was above such practices.

There are dozens of people making reference to Paris Garters in their stage work today, and using either our slogan "No Metal Can Touch You" or "If garters were worn around the neck you'd change them frequently." In fact, there is one

man appearing now who gets a big laugh, he tells us, because he wears a garter around his neck which he had specially made for this purpose.

We believe that the entertainment value in a humorous reference to an advertised product totally eclipses the advertising value. People go to the theater to be amused and although a product may be mentioned from the stage, our opinion is that the advertising value of such reference is very limited. Inversely, the laugh provoking qualities of a reference to an advertised product depends solely upon how well known that product already is.

We feel that the mention of PARIS Garters, if it gets a laugh for you, is of more value to you than it is to us. This conclusion has not been arrived at in an arbitrary manner, nor in a desire to depreciate your intention but rather to state our position. Since we expect no remuneration from you for your use of our trade name, and the way you capitalize on our slogan, which has cost us a fortune to popularize, we feel that you should not expect us to pay you because you deem it advisable and profitable to make use of our name and slogan in your work.

Finally, we are opposed to paying for testimonials of any nature. We hold that a man's opinion is a sacred thing and whether it be favorable or unfavorable to our products, we are not going to lend ourselves to the questionable procedure of paying for his good-will or support.

We have gone to some length in this letter to state our position, because we feel that a better understanding of the real ethics of this situation would be a help to advertising in general and to honest advertisers in particular. We know that upon reconsideration you will see this matter in a different light and we will be glad to have you tell us that you agree with our views.

Yours very truly,
A. Stein & Company,
JOSEPH M. KRAUS,
Advertising Manager.



427 national advertisers have placed orders for space in Collier's for the first six months of 1928 representing the largest volume of advertising ever run in Collier's for any one year.

With a circulation well over 1,350,000 Collier's is today the fastest growing national magazine.

Advertisers who buy space for the balance of 1927 will receive a bonus circulation of over 250,000.

Collier's

The 8pt. Page Odds Bodkins

S I sat and listened to Owen D. Young's speech at the dedication of the new buildings presented by George F. Baker to the Harvard Graduate School of Business Administration at Cambridge the other Saturday morning it came over me that it was an historic moment.

There on the platform sat a score of solemn representatives of the old capital C kind of Capitalism. Genial gentlemen, but of the old tradition. And standing there, speaking to the crowd, stood Owen Young, prophesying the coming of a day when the worker, as a full partner in industry through ownership-interest, would actually hire capital, much as Capital has hired Labor for hundreds of years.

A young man with clear vision telling the Old Guard of Finance that their day was done-and doing it with such a winning smile that they rather liked it! (which is itself part of the new way.) Made me think of Custer's Last Stand.

---8-pt.--

It begins to be evident why Ford stuck to the Model T car so tenaciously in spite of the deluge of criticism and advice. Back in 1919 he is reported to have remarked to one of his executives that there would be a market for the Model T until at least 15,000,000 were produced.

The 15,000,000th Ford was turned out the other day, and almost coincidentally came the announcement of the new Ford model. You may write your own editorial.

-8pt-

K. W. F. Cooper of the T. Eaton Co., Ltd. of Regina, Canada, favors me with an advertisement of the Western Producer which he thinks is very subtle salesmanship. In which "think" l concur. We'd both like you to read it.

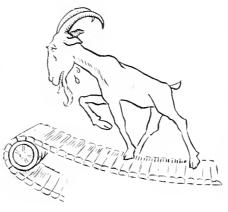
SUCKERS

SUCKERS

He came in one day to sell a printing press. This little press will print three thousand sheets of paper an hour. It requires no attendant when it is running. It picks up the sheets automatically, feeds them into the press, and delivers them all printed at the other end of the machine. It is working in the plant now Steadily the pile of blank paper at one end of the press diminishes and steadily the pile of printed matter at the other end piles up. The little apparatus costs as much as a quarter section of land. It is the product of generations of inventive skill. Thousands of mental horse-power have been expended on its development and millions of dollars have gone into its manufacture. One day it may be paid for, because that is a fate which sometimes overtakes printing machinery in the course of time, although other results have been achieved. But that is not what I was going to tell about. It was this

"How," asked I, "is the paper picked up and fed into the machine."—"There is a row of suckers," he replied, "like fingers, which pick up the paper." Paper, you know, has a habit of sticking together. It is not always easy to pick up one sheet. "How," asked I, "does your contraption pick up only one sheet at a time; would not the sucker pick up two or three sheets; you know paper sticks together? He replied: "This machine has a hower. Air is blown down upon the paper, strong enough to "This machine has a hower. Air is blown down upon the paper, strong enough to the sucker; this machine has both a blower and a sucker; " "Ah," said I, "conditions are ripe for a sale; you are the blower and I—" "Ha, ha!" he cried, "sign here on the dotted line." So there you are. Now for the moral! For many years the relationship between the growers of wheat and the marketing agencies has been the relationship between rows of suckers and gangs of blowers. Times have changed. The Wheat Pool is an organization to maintain a permanent closed season for suckers. The Western Producer is behind the idea. Two dollars a year. —8-pt.—

The other morning I discovered Bruce Barton admiring this goat picture, the framed original of which hangs on the wall of the office of T. J.



EXCELSIOR

McManis, at the General Electric plant at Schenectady.

As I entered the office "Mac" was explaining that it was the only accurate picture he had ever seen of the daily life of an advertising manager, and as such he prized it highly.

I begged a photostat of it to reproduce on this page. Do any of my readers see anything wrong with this picture?

Two paragraphs which amused me from Dr. Harry Emerson Fosdick's baccalaureate sermon to the members of the class of 1927 at Wellesley:

My charge against wide areas of younger generation is that that which they call independence is not independence, but a cheap exchange of one conventional life pattern for another. Young women tired of



the goodness pattern go over to the flapper pattern of the worst type which they think means independence.
Independence. Do not prostitute so magnificent a word. Others, tired of the religious type, go over to the equally conventional anti-religious type. They would not wership Jesus so they worship H. L. Mencken instead, forgetting that he has long since become equally conventional.

l have considerable respect for Mr. Mencken and his Mercury, but one can't shut one's eyes to the fact that any school of thought or writing sooner or later does become utterly conventional. Discouraging, isn't it?

-8-pt.-

Lo, how the humble have risen!

It is getting so in New York now you have to stop and look in the window before you can tell whether it is a Childs' restaurant or a Schrafft's tea room you're passing!

-8-nt.-

I haven't said anything about Lindbergh yet, and I don't propose now to attempt to tie his feat to any particular advertising moral.

The thing that impressed me most about the whole affair was neither his daring in attempting such a hazardous flight by himself, nor yet the size and spontaneity of his reception. The impressive thing-the thing which I believe will do more to accelerate air transportation than even so spectacular a demonstration as a non-stop flight from New York to Paris, is the way the young airman used his plane to take him wherever he wanted to go, in Europe and here at home. With no more formality than calling a taxi-cab, he hopped into The Spirit of St. Louis (or any other plane that happened to be handy!) whenever he wanted to go any place, without the least consideration of the time of day or the distance to be made, and with precious little consideration of the weather. That fact is going to sink into the public mind, and it will serve more effectually than a million dollars' worth of advertising to give people confidence in flying. Whereas his Paris flight was a stunt, his other flying has been merely a matter of "getting about," and the American public is tremendously interested in getting about as quickly and easily as "Lindy" did.



New Watches for Old

CREATING ADDITIONAL WATCH BUSINESS FOR THE AMERICAN JEWELER

Far too great a percentage of present-day national advertising spends its force in "switching" business, rather than in *creating* it. It does not aim to make new buyers for the dealer, but rather to persuade the buyer already on the way to the dealer's store, to change his intending purchase from one brand to another.

The dealer gains little or nothing if the national advertiser simply converts the consumer from one make to another in the same price-class.

An example of a very different sort of national

advertising is that of the Elgin National Watch Company. Recognizing that the greatest latent watch-market exists in the vast number of men who are carrying clumsy heirloom watches, Elgin advertising devotes the major part of its argument, not to selfishly pleading the special virtues of Elgin Watches, but to stressing the fact that a man cannot be up to-the-minute, if his watch is out of style.

This is creating fresh watch business for the jeweler; business which he would not otherwise get.

Advertising cannot justify itself, economically, by accomplishing mere brand-conversion. It must create new desires, new buying impulses, new sales.

CLIENTS: INTERNATIONAL SILVER COMPANY INT ROGIES BROS. Silverplate; BAUER & BLACK; LIGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUFFENHFIMER; SCRIPPS-HOWARD NEWSPAPERS; RIID, MURDOCH & COMPANY (for 1925).

LENNEN & MITCHELL, Inc.

An Advertising Agency Serving a Limited Number of Large-Polume Advertise's

17 EAST $_{45}$ TH STREET, NEW YORK CITY



Beating Price Competition in Industrial Selling

[CONTINUED FROM PAGE 21]

long run today, these things do not count greatly.

WHEN the economic advantage of monopoly wore off, with the expiration of patents or the ability of machine designers to circumvent them, manufacturers were forced into price-competition in selling their wares. To avoid this situation they launched into a new phase of selling, and invented the word "service." The horrible spectre of "service." The horrible spectre of price-cutting drove these men frantically to the search for ways of rendering some kind of service along with their products, which would give them an advantage over competitors. This smoke screen-for after all it was but a device to cover up the main issue, when we look at it from a long-range economic point of view-was remarkably successful in deflecting the aim of purchasing agents. It enabled the salesmen to go over the head of the man to whom price was the major factor, and to mesmerize the plant superintendents, engineers and production chiefs into buying service as well as machinery.

Besides this, they attempted, with unusual success, to create another kind of monopoly through advertising, namely, favorable recognition of their companies and their products. This "monopoly" business has also proved an excellent weapon of sales, but, like many selling methods, it was best for the concern which employed it first. As the custom spread among the competitors, the advantage which the first one had was lost. This is not a criticism of advertising, but merely of this use of advertising.

The war first clipped the frills of service from industrial selling, because of the necessity for industrial economy, and because machines were in such demand that no competition existed. But the collapse of the later war-boom, and the excess producing capacity which resulted threw the selling of machin-ery and industrial apparatus back forcibly against the realities of competitive prices. The purchasing agent and the dollar sign came into their own.

Faced again by the bugbear of bidding price-wise for business, it was natural that concerns such as the one described should seek some new way of keeping out of the "also ran" group. This particular company has done so in a way which is sounder or, at least, more widely profitable, than the pre-vious "smoke-screen" process, because it contributes to the economic good of both buyer and seller of industrial equipment.

An economist is employed—a real one, not just a statistician-whose job it is to collect, analyze and tabulate the statistics, financial statements and other economic data of all prospective customers. He travels frequently over the territory working along with the sales engineers who are also gathering

technical facts about their customers' plants and future needs. The econoplants and future needs. mist is chosen both for his ability to make balance sheets jump through hoops and for his ability to win the confidence of financial executives of customer-companies.

The joint results of these two branches of study enable the manufacturer's executives to predict approximately the future needs of customers for industrial equipment, both as to time and quantity. As a matter of fact, once the basic data were secured, the business of prophesying is reduced to a simple formula composed of the factors regularly published in financial Until such a need develops, nothing more than friendly skirmishes are made by the sales force toward the prospects.

But when the due date of any prospect's need approaches, the sales engineer and the economist descend upon the intended victim, the one to confer with the engineering or production staff, the other to tackle the "big boss." If possible they try to make the visit just before the engineers for the prospective buyer awake to their need for additional equipment. In this line of business the buyer seldom realizes his need until it is forced upon his attention by crowded production schedules, and then the request for the purchase of apparatus comes up through the chief engineer as a cry for help to keep production going.

W HILE the sales engineer is gently awakening his man to the desirability of purchasing more machines or, if the alarm clock has already gone off, by discussing technical details with the plant engineers, the economist has meanwhile extracted the very latest financial data possible of securing from the mahogany-desk men. Furthermore, he has briefly, but not too completely, discussed the advantages of the new equipment in terms of net earnings and the financial set-up of the com-pany. In thus speaking their language, he further wins the confidence of the financial executives. but without firing the big shot which later will get the business.

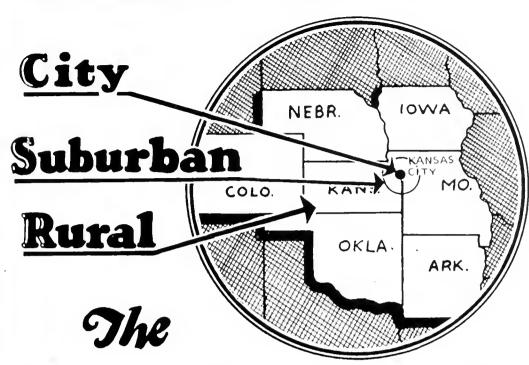
Back again in the office, both engineer and economist juggle their slide rules and adding machines at top speed and each produces a set of "specifica-tions," one phrased in engineering terms, the other in the language of per cent-return-on-investment. But it is the economist, not the engineer, who dictates the kind and quantity of the goods which the specifications shall cover. This done, all hands sit back and await the expected letter from the prospect's purchasing agent, which is in turn ignored and deemed insignificant except as a sign that the time for final action is approaching.

In order to appreciate the next step, we must go back to the prospect's shop

and see what has happened in the meanwhile. The chief engineer or production man has explained his needs to the controlling authorities, and the story falls on receptive ears as a result of the economist's efforts. The petitioner is told to draw up specifications and turn them over to the pur-chasing agent to secure bids. The important point here is the fact that the engineer draws up the specifications from a production, or engineering viewpoint; he sees only the mechanical needs of the situation. Of course, he keeps his weather eye on future production costs in deciding what to buy, but he does not bother his head with the effect of the purchase on the financial structure of the company. Strange as it may seem, (though easily confirmed by any broad-visioned economist) the purchase of equipment which is best and most economical from a production standpoint, is not always the best from the stockholders' point of view; it may not harmonize with the financial plan of the company. But, to return to our story. Upon receipt of the specifications from the customer, the firms requested to bid, all send in their quotations. The "also rans" slavishly follow instructions, but our manufacturer digs out his own set of specifications and sends them along with an engineering explanation of the changes, together with his quotation. The economist, waiting until he is reasonably sure that all bids are in, or at least drawn up and impossible to change before the closing date, revisits the financial executives and presents a financial or economic picture showing the superiority of the altered plan. With the strongest argument yet devised in in-dustrial selling—the dollars-return to stockholders—he convinces the authorities that their purchase program should be modified, not enough to cause the formation of an entirely new program, but enough to throw the competitors' bids awry. As a result, the customer-company's engineer is duly instructed to change his plan, though, of course, the seller is careful not to reflect upon the engineer's judgment in making up the original specifications.

THIS engineer not being totally defi-cient in intelligence, realizes the need for immediate action, senses the delay and possible loss of money required by securing new bids, and discovers the fact that he has one bid already in hand accompanied by exactly the specifications he was told to draw up. Nor is he insensible to the obvious favor accorded the economist by the powers that be. And as a result of this gentle brain process, the purchasing agent is instructed to place an immediate order with what may have been the highest bidder.

Of course, this story presents the ideal picture; it does not take into account human failings which sometimes



Complete Market Is Covered by

THE KANSAS CITY STAR. Combination!

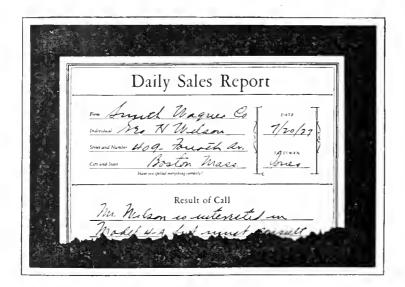
Daily-Weekly Combination..... 1,000,000...\$1.35 a Line Sunday-Weekly Combination.... 800,000... 1.17 a Line

By using the combined circulation of The Kansas City Star and The Weekly Kansas City Star, advertisers are enabled to cover adequately the complete market of the Southwest at a low daily newspaper advertising rate. The Kansas City Star covers Kansas City and immediate suburbs with practically one hundred per cent thoroughness, while The Weekly Kansas City Star provides an additional circulation exceeding 500,000 throughout the seven surrounding states.

The Daily-Weekly Combination affords more than 1,000,000 circulation at a rate scaling down from \$1.5334 to \$1.35 a line. The Sunday-Weekly Combination affords more than 800,000 circulation at a rate scaling down from \$1.3534 to \$1.17 a line.

THE KANSAS CITY STAR The Weekly Kansas City Star.

Chicago Office: 1418 Century Bldg. Wabash 1067 New York Office: 15 East 40th St, Lexington 10122



What are you doing with the daily reports that your salesmen write? Checking and filing them or using them?

When salesmen conscientiously fill out sales reports, they are in effect compiling a most valuable mailing list. On each report salesmen classify their prospects, indicate their potential worth and thereby establish the basis for intelligent direct advertising follow-up—the kind that will increase the proportion of actual orders to calls.

The sales report is a hidden asset that we are prepared to discuss, at your request.

> EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West



have the irritating trick of wrecking the most carefully staged plan. The interesting part of it is perhaps, the fact that failures are usually due to working this method as a trick rather than as an economic help. Thus, it is successful in direct proportion to the honesty and sincerity of the economist. As to its success in the case of this particular company, the V. P. had a

curious comment to make.

"And, by the way," he concluded, "we judge the success of our sales plan, not by the volume of business or decreased sales costs, but by our own balance shect. A sales plan may pay the sales department and wreck the dividends. We keep our eye on our own financial statements as well as those of our

clients.'

Asked why he divulged this plan of selling so freely, the executive laughed. "In the first place, our competitors are still engineering-minded and I doubt if they could understand this method if it were told to them. But again, we try to keep one jump ahead all the time, and we have another equally good program ready to put into operation the minute this one ceases to be effec-That economist of ours has been our best investment since we started in

Getting Acquainted with Broadcasting

A Review

By Frank Hough

N exceedingly interesting and comprehensive book on that enigma, radio broadcasting, has been pubradio broadcasting, has been published recently by the McGraw-Hill Book Company, New York, entitled, "Using Radio in Sales Promotion." It is the work of Edgar H. Felix, one of the leading authorities in this field, whose contributions in ADVERTISING & upon. The price is set at \$5.

The book is thorough above all else, as is to be expected from a man who

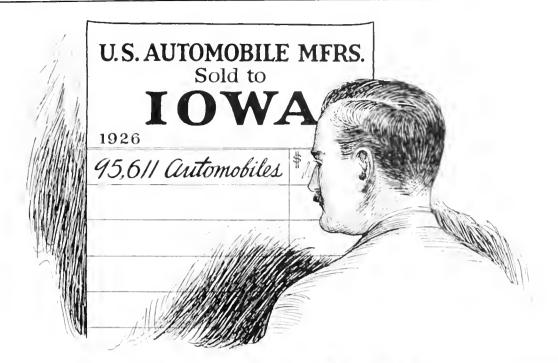
knows his field intimately from so many angles as does the author. But Mr. Felix is frankly interested primarily in the sales promotion angle, and it is upon this, as the title implies, that the principal stress is laid. All else is sub-ordinated to this main theme, although the numerous other important phases

are by no means slighted.

Mr. Felix preaches no sermon and indulges in no worn platitudes. He has set himself the task of making understandable an advertising medium which has proved baffling to a great many advertising men who have tried to explore it. The book is addressed to advertisers, station managers and broadcast artists, and it manages to tie up closely the interests of these seemingly diverse groups. It bounds in concrete examples of what has been done, both successfully and unsuccessfully.

It is a volume which should prove of immense value to present and potential radio advertisers, as well as to all wide-awake advertising men who desire to become acquainted medium which has enjoyed such for-midable growth in recent years. They will find this volume easy reading, for Mr. Felix's style is clear, graphic and

accurate.



They Go After the Business and GET IT!

 ${f A}^S$ a background for sales quotas, political propaganda can never replace Income.

Automobile manufacturers, remembering that Iowa is among the first ten states in per capita income, and first in per capita wealth, have consistently gone after business in Iowa—and got it.

While some manufacturers were wondering about Iowa, automobile manufacturers were delivering new cars. Number of deliveries in 1926, compared with the United States as a whole on the basis of population, were 14 per cent above average.

These manufacturers reinforce the work of their dealers and salesmen with newspaper advertising in Iowa's twenty-one key trading centers—advertising which you also will find essential in getting your full share of the business from the rich Iowa market.



Up-to-date, accurate information on the lowa market has been condensed into a 32-page book. If you do business in lowa, you'll be interested in reading it. Free to executives on request.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette &
Republican
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque TelegraphHerald and Times
Journal
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City GlobeGazette & Times

Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune



SENTINELS OF SAFETY

The Explosives Engineer trophy. Designed and executed by the celebrated sculptor, Begni del Piatta. A bronze cast is awarded each year to the bituminous coal mine, the anthracite mine, the metal mine, the non-metallic mine, and the quarry adjudged the winners in the National Safety Competition.

HERE is probably no other common activity in which coal mines, metal mines, non-metallie mines and quarries throughout the United States are engaged that holds the interest of as high a percentage of the management and men in these industries, as does the Annual National Safety Competition for The Explosives Engineer trophy illustrated above.

This competition, conceived by The Explosives Engineer, is conducted under the auspices of the United States Bureau of Mines. In 1926 it involved the tabulation of all accidents occurring during the course of 95,000,000 man hours of labor.

Herbert Hoover wrote a personal letter of congratulation to each of the winners, and every employee of the winning plants received a certificate of honor signed by the Director of the United States Bureau of

A story by Scott Turner, Director of the United States Bureau of Mines, in our July number, describes the purposes and scope of this great industrial safety contest and the encouraging results it has already accomplished.

The

Explosives Engineer

Member of the A.B.C. 1000 Delaware Trust Bldg. Wilmington, Delaware

Automotive Advertising **Budget**

[CONTINUED FROM PAGE 34]

advertising leadership, and the yard- more states last year than during the stick seems to be the size of the appro- year before that. priation.

Is that the way you want your advertising's effectiveness measured?

Do you believe that you can double the results of your advertising merely by doubling your appropriation?

True, the increasing keenness of competition and the ever-increasing advertising rates make it more difficult to do as good a job of advertising on the appropriations of a few years ago. But it is also true that the law of diminishing returns is operating just as effectively now as it was then.

Brains and care can still take the place of dollars in carrying on an efficient, resultful advertising program.

There are just so many people and just so many national magazines, for instance: You can profitably use so many magazines so many times to reach the people you want to reach. That will cost you so much money. How much it should cost is less than some automotive manufacturers are spending in national magazines today.

Even if you are one of the big manufacturers, an appropriation of, say, \$1.000,000 is quite a respectable lump to spend, and careful planning is required if it is to be spent profitably and advantageously. A number of manufacturers spend that much in the A number of

national magazines alone.

If you are one of the smaller manufacturers, the amount you can profitably spend in the national magazines is much less. The fewer your distri-bution points, the smaller your profit-able appropriation for national magazines will be.

An editorial in Automotive Industries of November 11, 1926, suggested that there may be something wrong with the generally accepted belief that national distribution quite naturally follows national advertising. Based on the 1925 sales of 37 makes of cars, as compiled by a well known statistical agency, it was pointed out that only 19-or about half of them-sold more than five cars in every state in the country, the inference being that if only five cars or less can be sold in an entire state during a period of 12 months, successful distribution over that particular territory can scarcely claimed.

DATA for 1926 sales are now available from the same source as those used for the previous analysis and they show almost the same picture as the 1925 record. Using the same 37 makes we find that again 19 succeeded in making more than five sales in every state during 1926.

But, as we continue with the analysis, we find that of the 18 cars which failed to gain complete national distribution, as we have defined it above, 11 failed in more states during 1926 than during 1925 while only five cars succeeded in making over five sales in

The actual number of failures per car-state-that is, the summation of number of cars failing to make over five sales and the number of states in which this occurred-was greater in 1925 than in 1926. The total for 1925 was 182, or, in other words, the 18 cars made but five or less sales in an average of 10 states each. During the last year the total decreased to giving an average of nine states in which each of the 18 cars failed to make over five sales.

DISTRIBUTION DATA FOR 20 NATIONALLY ADVERTISED CARS

No. of States No. of States Total No. in which no in which of States in

		ICII III.	111 11	111011	OT PICE	
	sales were made		from 1 to 5		which not	
					more than 5	
			sold		cars were	
					so	
Car	1926	1925	1926	1925	1926	1925
Α	4	0	6	3	10	3
в	6	8	10	4	16	12
C	1	11	7	11	8	22
Ď	1.0	- 9	14	îî	24	20
Ē		19	10	14	17	33
F	' i	0	4	1	5	1
G	5	5	$\hat{7}$	6	12	11
H	ĭ	9	10	4	11	- 6
i	4	2 5	- 9	1 i	$\hat{1}\hat{3}$	16
ĵ	0	ŏ	2	- 0	12	ő
К	3	0	6	8	9	8
Ĺ	$\begin{array}{ccc} \cdot \cdot & \circ \\ \cdot \cdot & 2 \end{array}$	2	6	9	8	11
M	ē	ō	3	4	3	4
$\stackrel{\mathrm{M}}{\mathrm{N}}$	3	S	2 6 6 3 8 2 4 5	10	11	18
Ö	î	ĕ	2	ı	3	1
Ρ	0	0	4	õ		õ
	0	1	5	3	4 5	4
R	ĭ	ī	ŏ	4	ĭ	5
8	0	ō	ŏ	i	ō	4 5 1
Q R S T	0	ŏ	ŏ	$\bar{6}$	ŏ	6
	4.9	71	113	111	162	182

This apparent improvement was caused entirely by the record of two cars which, during 1926, gained our present criterion of national distribution in an average of 15 states more than they had during 1925. Eliminating these two makes from the tabulation, the data show that national distribution during 1926 was even less successful than during 1925.

We can offer no explanation of this It obviously is not caused condition. by high price of cars and low purchasing power of the residents of particular states since, as was explained in the editorial referred to, the cars which do not have good sales in all states are not necessarily those in high price classes and in every instance where certain cars have failed to register over five sales other higher priced cars have obtained good sales volume.

The concluding paragraph of the editorial might be repeated, as it still appears applicable. "Whatever the pears applicable. "Whatever the reason, it seems evident that some manufacturers, at least, failed to cash in fully on the national advertising campaigns which they conducted. When nationally advertised cars fail to make more than five sales in from one to over 30 states (24 is the maximum for 1926) it may be time to give very careful consideration to the effectiveness of present merchandising policies.'

The smaller manufacturer, with a



A recent article about Akron in a Cleveland newspaper contained the following:

Akron is properly feeling good over the recent revelation that the city now stands second in manufacturing in the state (Ohio), having passed Cincinnati in the period between the last two censuses of manufacturing, 1923 and 1925. Nor is the relationship changed any by including in the Cincinnati total the production of Norwood, Ohio, its large manufacturing suburb. Cincinnati and Norwood together had a production of \$514,755,000 in 1925, compared with Akron's \$565,391,000.

But if Norwood can be added to Cincinnati's total, then Barberton, Cuvahoga Falls and Kenmore should be included with Akron and these would bring the year's work of the Akron industrial district for 1925 to \$612,195,000.

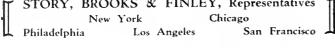
Indeed if Akron and Cleveland continue to expand their industrial output at the rate maintained between 1923 and 1925, Akron would pass Cleveland late in 1931 or early in 1932.

No other newspaper covers the Akron industrial district so well as the Akron Beacon Journal. Include it in your schedules.

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives New York Chicago San Francisco Los Angeles





Massillon, Ohio

limited number of distribution points, is paying a higher rate for his national advertising than the big fellow. Since the rate is based on the total circulation, the only advertiser who gets full value is the manufacturer of a product of universal use and universal distribution. No automotive manufacturer gets this full value. The one who most closely approximates it is the manufacturer whose channels of distribution coincide with the circulation of the magazine. Assuming that a large manufacturer enjoys this position, then it follows that the smaller automotive advertiser, whose total distribution points represent only half the circulation of the magazine, is paying twice as much as the bigger manufacturer for his effective national magazine advertising. That is one of the reasons why some manufacturers are diverting substantial shares of their national advertising from the magazines to the newspapers in the communities where their goods can be bought.
And now to the second question.

It is almost a truism that the most successful manufacturers are the wisest and most careful buyers. In the automotive field, they are those who go out and buy the best engineering talent available, the best purchasing ability to get the specified materials at the most advantageous price, the best manufacturing skill to fabricate these materials into the finished product, the best selling talent to merchandise the product to the distributing organiza-tion, and the best advertising talent to create public interest, demand and acceptance.

Some makers pay more attention to one or more of these factors. Others emphasize the importance of one or more different elements.

Since your advertising runs into big figures—whether you are a large or small manufacturer—it ought to be salutary for you at this time to ask yourself this question:

"Considering the amount of money involved, am I giving as much thought to my expenditures for advertising as I am giving to my purchases of frames, or lamps or tires?"

Copyright, 1927, by Chilton Class Journal Co.

City-Minded Copy—

[CONTINUED FROM PAGE 25]

the reactions of this type of merchant, he does so with amused contempt He does not want to think in the terms of the country merchant. He wants to think in terms of the city, and so does everybody else in the chain of distri-bution. Ideas, other than city ideas, are dismissed as old-fashioned, and they are old-fashioned; and it is to the advantage of everybody in the chain of distribution to pep things up until they resemble the new-fashioned, speedmad habits of the city.

So far as distribution is concerned this is all right; but advertising is a different matter. Advertising goes to thoroughly old-fashioned souls never saw a house organ or attended a Rotary club luncheon. And to them citified sophistication and superiority are distasteful. That note in copy is likely to hinder rather than help sales.

It follows, then, that a superior citydweller is not necessarily a superior copy writer for a large national audience. His superiority on his own plane becomes inferiority on the country man's plane. This sounds a little like the Einstein theory, but perhaps the following extract from William McFee's

review of a recent book on George Gissing will make it clearer:

"Gissing, from the very beginning until the end of his life, was a superior person. It does not disprove this to point out that first-rate men like H. G. Wells, Edward Clodd, W. H. Hudson, and Ergdorick Harrison not only liked and Frederick Harrison not only liked him but sought his society. A superior person, in a congenial atmosphere, is often a delightful companion. And being a superior person does not disqualify a man for the business of novelwriting. But it in no way assists him to become a superior novelist. And here, compressed in a sentence, like a corpse in a sarcophagus, is Gissing's true tragedy. He was a superior person and an inferior novelist.

Except when advertising is designed Except when advertising is designed purely for urban circulation the superior person is generally an inferior copy writer. He has trouble, however, in impressing those most concerned with the advertising he is writing unless his copy is superior in the citified sense that is to say smart, for they too -that is to say, smart-for they, too, are victims of citymindedness.

It is a vicious circle, and it takes courage to remain ingenuous when those around you pride themselves on their sophistication. Indeed, it takes more than courage. It involves a system of mental insulation, very difficult to maintain, against the insidious and invisible permeation of citymindedness which surrounds the metropolitan copy writer at every turn.

Endorse Proposed

CONTINUED FROM PAGE 32+

However, accurate, unbiased lineage fig-However, accurate, unbiased lineage lig-ures, on both newspapers and magazines, should be available to the agency or adver-tiser requiring them for use in conjunction with all the other pertinent facts about the publication, its circulation and the territory it covers.

M. C. Meigs, Publisher Chicago Herald and Examiner

What Advertisers Are Interested In

What Advertisers are Interested In WHILE, of course, advertisers are more interested in the newspaper's volume and quality of circulation, its censorship of advertising and the confidence which its readers have in it, the quantity of advertising is one measurement of its relative place in its community. It would certainly be a desirable thing to have advertising classifications standardized and elevated. A qualitative as well as quantitative analysis of the lineage should be most helpful to advertisers.

LOUIS WILEY, Business Manager

The New York Times

An Independent Audit

NO doubt advertising lineage statistics should be placed on a strictly impartial basis, as suggested by Mr. S. E. Conybearc. Probably the best proof that we agree on that point is the fact that lineage figures of The Indianapolis News have been audited by an impartial and independent bureau for six or eight years.

FRANK T. CARROLL, Advertising Director The Indianapolis News

An Adjunct to the A. B. C.

I HEARTILY agree with Mr. Conybeare that there is a real need for some sort of a national audit of newspaper lineage figures. I don't like the idea of a separate organization, however. It seems to me that this work should be an adjunct to the A B. C. NORMAN LEWIS, Vice-President Chappelow Advertising Co. St. Louis, Mo.

In 1920-

Detroit 993,736 (CITY Population) News 205,911 (Circulation) Times CITY 5,025 (Circulation)

The News claimed to Cover Detroit and probably did.

In 1927—

Detroit $\binom{CITY}{Population}$ 1,702,314 News 249,036 CITY Circulation 241,834

The News still claims to cover Detroit--You figure it out, we're too busy.

*Evening, except Saturday

SERVICE!

When you have a sales problem in Brooklyn or desire a check up or survey of market conditions, the newspaper that was the first to reach a net paid circulation of over 100,000 every evening is ready to help you.

BROOKLYN is one of the richest markets in the U.S.

The Brooklyn! Daily Times

Circulation for May (Every Day Sunday Excepted)

100,459

Net Paid

Member A. B. C.

National Representatives

Lorenzen & Thompson NEW YORK CHICAGO SAN FRANCISCO

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SEATTLE.

Advertising Turned Tide in Automobile Industry

[CONTINUED FROM PAGE 28]

—as a boomerang. Ford had priced his product down to \$800 to \$900. To offset this price appeal, the A. L. A. M. set out to frighten prospective purchasers of Ford cars.

The difficulties of raising capital and of organizing the Ford Company were immediately eclipsed by the A. L. A. M.'s national campaign to drive the car off the market. It had been Ford's ambition to build a good car within the reach of the average man. That ambition would be shattered if Selden succeeded in establishing his patent as

a prior and dominant one.

If Mr. Couzens, Mr. Rackham, Mr. Malcomson, the other investors in the Ford Company and its chief himself had ever entertained discouragement it must have been when Selden, encouraged by the licensed manufacturers who saw in the suit an opportunity to put an end to competition from an in-expensive car of real worth, won a preliminary decision in the lower court.

Inventive genius, determination and the savings of a handful of farsighted men had started the Ford product on its way to success, but which of these ingredients could be counted upon to combat the public's unbelief? John Wanamaker, who had been ob-

serving matters from the sidelines and who was at that time selling the Searchlight, the Studebaker and the Rambler, very quickly decided that none of Ford's ingredients would do. Wanamaker was considering the possibilities of advertising.

THOUGH historians of the automobile repeatedly skip over this vital chapter in the amazing merchandising of motor cars, it is important to note that by 1905 Wanamaker had put across a vital advertising message to the New York public. "Get a Ford Motor Car and Enjoy It," he said.

"We'll attend to the tom-toms."
When the bicycle craze was viewed as an impossibility because of the high cost of cycling, Wanamaker had had patent laws examined by his attorneys and decided that the matter of royalties was a bogey man that stood in the way of progress. Assuming the risk himself he contracted with a manufacturer to build a bicycle to sell for less than half the price asked by manufac-turers of standard makes. The bicycle craze materialized.

Wanamaker saw the same situation in the automobile field. He saw Ford playing the rôle he had played in the bicycle world. He saw Selden and the automobile "trust" putting sand in the gearbox. Wanamaker went on record at the time as declaring that he had little interest in any automobile as a merchandising proposition, but the idea of standing behind the movement to make motor cars something for the average man rather than a toy for the rich apparently fascinated him.

Wanamaker was not content to rely

upon the effect of his taking over the contract for the Ford agency in New York and Philadelphia. He knew that he must enlighten the public on the situation, and say it with advertising.

IN taking over the Ford representa-tion from Charles Duerr, Wanamaker automatically became a co-defendant with the Ford Motor Company. That applied to any Ford dealer; and, in addition, the powerful A. L. A. M. made it known to prospective Ford car buyers that the law would hold them responsible individually for infringement of Selden's bothersome patent.

"When you buy a Ford motor car from John Wanamaker you are guaranteed against any trouble with the Trust," the famous merchant advertised in an illustrated piece of copy depicting caricatures of the bogey man and the scarecrow. "That's all the insurance any man will want."

Wanamaker promised to take care of all customers in any litigation growing out of the infringement suits over the Ford car, and without cost to any

"Don't give \$600 to the Bogey Man," he urged.

At that time the Ford product was powered by a double cylinder engine, accommodated four persons and, with tonneau, sold for \$900. The "trust" priced its two-seated tonneau at \$1,500 and up.

The Wanamaker copy adds:

Henry Ford has proven that he has the highest mechanical ability in the construction of automobiles by building the speediest racer, and he has indicated an extraordinary gift in distancing competitors on the race

track.

Henry Ford has distanced his competitors in his commercial production even more than in racing. And it hurts.

The Ford Motor Car cannot be beaten by the Trust in competition; so they have erected a scarecrow to frighten the buying public.

the Trust in competition; so they have erected a scarecrow to frighten the buying public.

The smart crow knows that there is always corn where the scarecrow is; and the man who wants to get his money's worth when buying an automobile can depend on it that all these suits against the Ford Motor Car Company are brought only because the Trust realizes that it can't compete with Henry Ford and his splendid \$800 and \$900 cars.

We believe that the Selden Patent is worthless. The Trust had three suits in court against the Ford Motor Car Company before it started the suits against John Wanamaker. One suit would he plenty, i Selden and his licensees were seeking to uphold their rights. But when persecution is the object, and when the public is to b frightened from buying the best cars at the price, then the more noise they camake, the bigger they think their Boge Man will look.

This statement is made at this time the relieve any apprehension that might becreated in the minds of those who hav purchased or shall purchase Ford machine through us.

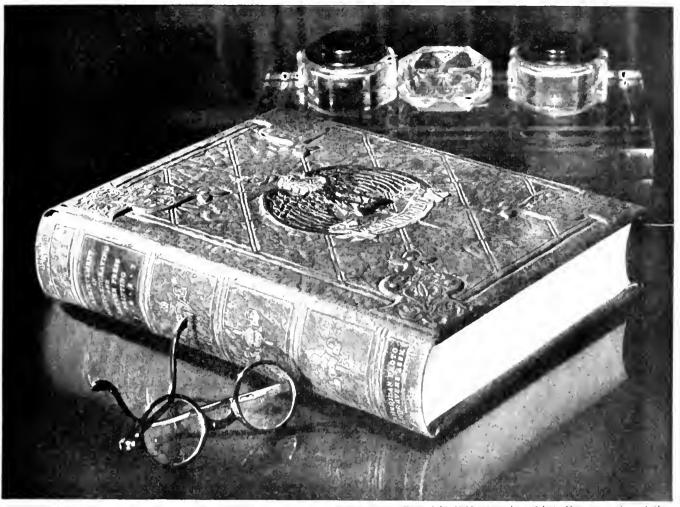
Don't pay \$600 too much to the Boge

through us.

Don't pay \$600 too much to the Boge.

Several days following this declar: tion Wanamaker advertised:

Henry Ford made the "scoop" of 1904 i building a popular-priced motor car with double opposed cylinder motor. Other manufacturers realized their mi



Copyright 1927. American Photo-Engravers Association

Never Such a Handbook for Advertisers!



"Achievement", considered as a book, is of itself a magnificent achievement. So, we believe you will agree, is its Molloy Made Cover, which surpasses anything of the kind ever before attempted. This cover was conceived and executed intively within the Molloy organization.



VERY man or woman who is concerned with producing results from printed messages will want this marvelous book, "Achievement in Photo-Engraving and Letter Press Printing, 1927", published

by the American Photo-Engravers Association. It contains seven hundred nine-by-twelve pages showing the outstanding achievements of modern photo-engraving and letter press printing, with a full and lucid explanation of how each effect was accomplished.

From this book you may learn in advance just what preparation is necessary to secure the results you seek. It will cost at least \$75.00 per copy to produce "Achievement", but it will be sold at \$10.00 per copy. Ask your engraver to place your name on the subscription list, which closes on July 15th. The book will be ready about December first. You and your staff will not want to be without it.

You seem to be announcing advertising gains pretty regularly"... writes an observing friend

> Yes...and here's another one!

The Shrine Magazine for AUGUST contains 109 per cent. more advertising than the same issue a year ago

There's a Reason!

THE SHRINE MAGAZINE

1440 Broadway · New York 'Phone: Pennsylvania 7827

Tribune Tower CHICAGO

Little Building **BOSTON**

LAUNDRIES

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Dou-bled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

The STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry. For copy, rates, etc., address

The Starchroom Publishing Co. 421 Commercial Square, Cincinnati, Ohio

EASTERN REPRESENTATION

Publications of Merit

John Schaefer Publishers' Representative 55 WEST 42 St.

New York

take after it was too late to change their machinery. They might build a car to compete with the Ford if they had prepared for it; but it would cost something like a hundred thousand dollars to change their plants in order to do it; and that's out of the question.

Thus Henry Ford's shrewdness makes the Ford Motor Car stand above all others at a popular price—that is, for the man who has eight or nine hundred dollars to invest in a car.

The Trust realizes that its single artists.

eight or nine hundred donats to havest a car.

The Trust realizes that its single-cylinder cars can't compete with the Ford double cylinder car, so it brings out the tom-toms, and starts a war dance around any man who has the temerity to sell the Ford cars to the public.

Of course, the Trust doesn't expect the noise of the tom-toms and its straw-stuffed scarecrows to frighten John Wanamaker. If the Selden patents were of any value the Trust could shut up every factory outside of the Trust in short order. It isn't necessary to congest the courts with a lot of petty cases when a man can establish the validity of his patent rights.

He presents his arguments with clarity and force. Constantly throughout his copy he makes it evident that his previous advertising to the public has established the good will of the Wanamaker organization. It was this good will that helped to make the Wanamaker-Ford advertising convincing to the public.
Finally he emphasized:

It's all right to say "Boo!" to the goose; but that's a poor argument to use to frighten a grown-up man who wants to get the best automobile for his money.

Remember that John Wanamaker will take care of all his customers in any litigation growing out of infringement suits without a cent of cost to any of them.

Get a Ford Motor Car and enjoy it. We'll attend to the tom-toms.

And over ten millions of people have bought Fords, automatically stimulating sales of twice as many cars produced by competitors.

Ford jokes and word-of-mouth advertising did not do it all.

A Gamble with a "Nest Egg"

[CONTINUED FROM PAGE 30]

and geniality than I had found in other employers. Even so, he did not lack the power for keen, cold analysis

when the occasion prompted.

The end of the first year found the rate firmly established, but the receipts of my department, owing to my war on the objectionable advertisement, fell \$7.000 short of the expected increase of \$50,000. But I was highly ment, fell \$7,000 short of the expected increase of \$50,000. But I was highly pleased with our showing notwith-standing, for *The Delineator* was unmistakably on the upward march. Moreover, my work gained me an increased salary to \$10,000. The undesirable advertising I had refused was taken into account, for, as one of the firm pointed out, there was no reason why I should be punished for working for the best interests of the business.

With able assistants in the advertising department the increased income came largely from the East. F. R. Barnard began his outstanding career with me at this period; he is now widely known to all advertisers who use

street cars During all this time, however, I had in mind the intention to get my old time friend and co-worker of the Ladies' Home Journal to assist me, needed the strongest possible man in



9 out of 10 Portland Homes



Portland has *73,648 homes Portland People read 71,279 Sunday Oregonians

Total Oregonian Circulation

- Over 154,000 Sunday
- -Over 104,000 Daily

Largest Circulation of any paper in the
Pacific Northwest *Estimate based on 1927 School Census

Nationally Represented by VERREE & CONKLIN

NEW YORK 285 Madison Ave. CHICAGO Steger Building

DETROIT Free Press Building SAN FRANCISCO Monadnock Building

SERVICE

ODERN business demands that successful enterprises render the maximum of service, and this service requires the maximum of facilities for its accomplishment.

The United Publishers Corporation is a national institution which manufactures everything that enters into its publications with the exception of the ink.



Printing Co., N. Y. C.

N. W. Cor. Chestnut and 56th Sts. Headquarters, Chilton Class Journal Co.

because of facilities



To manufacturers and advertising agents is extended a cordial invitation to visit the various plants of the United Publishers Corporation.



UNITED PUBLISHERS CORPORATION

The Providence Journal

(Established 1829)

and

The Evening Bulletin

(Established 1863)

have never given a premium to a single subscriber, nor have they ever conducted a circulation contest.

These newspapers have built their circulation by publishing all the news in an unbiased way, and without sensationalism; by fair dealing; and by prompt service to dealers and subscribers.

The editorial, news, and advertising columns are clean which makes them respected and welcomed regularly into the great majority of English speaking homes in Rhode Island. Average net paid circulation for the six months ending March 31, 1927

110,042

The circulation of The Providence Journal and The Evening Bulletin is within 1,101 of the total circulation (111,143) of the eight other daily newspapers. in Rhode Island combined.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago

R. J. Bidwell Company San Francisco Los Angeles Seattle

the West, and that man, beyond a shadow of a doubt, was Thomas Balmer.

Appreciating the progress made, Mr. Wilder consented to add to my staff an assistant who demanded a salary equal

The story of the great progress made by the House of Butterick cannot be told here. The capital stock of the company was increased to three millcompany was increased to three minimizers of the minimizers of the second of the secon cant. In a house organ issued by me at this time there appeared the following statement over my signature:

"In the October (1902) number of The Delineator, there is more advertising than was ever inserted in any magazine published for women at any time, anywhere. The strictest censorship has been maintained."

The world's advertising record for women's publication has been broken! During these many years of hard work to upbuild other people's publica-tions I naturally had at the back of my head the idea of one day becoming a publisher on my own account, but my special knowledge of the field had taught me that it usually meant a long fight to put a publication on its

THE story of McClure's struggle had come to me from his own lips. I knew of Munsey's eleven heart-breaking years, his severe toil by day, his still more exhausting drudgery by candle-light when he wrote serial stories for his magazine at the rate of six thousand words a week.

Both these men gambled with their health and nervous energy, and I realized the risks they had run because of their ignorance of the game. So I resolved to bide my time until I was assured of two things: capital, or financial backing, large enough to lift the venture over the rough and stubble spots always found in the critical first three years, and an associate as familiar with the editorial and circulation branches of publishing as I was with

I felt that I had, perhaps, reached another significant milestone when Erman J. Ridgway advanced the idea of purchasing Everybody's Magazine from John Wanamaker and becoming a publisher. During my brief term as Mr. Munsey's business manager, Mr. Ridgway and I served a common employer, but as he was located in New London at the printing plant, we did not come into personal contact. After my return to New York, however, we occasionally met, and he had mentioned his ambition to publish a magazine. It fell out, therefore, that when he brought his latest project to me. I saw in him the ally for whom I had been waiting.

I was eager for the experiment. After nearly twelve years as an advertising man I found my work monotonous. Aside from a steadily increasing salary, I had lost sense of progression and craved a new outlet

for my energy. First there arose the question of sep-

arating myself from Mr. Wilder and my co-worker, Thomas Balmer, then Western advertising manager of The Delineator. Both were sincere and steadfast friends as well as proved

LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM



A wife had a message . . . for other wives

A married woman wrote an article on the little everyday hurts and slights which menace the happiness of married life. It was published in the SCRIPPS-HOWARD Newspapers.

This was the first of a SCRIPPS-HOWARD daily serial, destined to become one of the most popular and widely imitated of women's features in all newspaper history.

The feminine reader is the soul of a newspaper's strength. She makes the advertising pages pay.

To the women of 25 cities, the mothers, wives

and daughters of nearly two and one half million families, SCRIPPS-HOWARD Newspapers are counselors, teachers and trusted confidantes on questions of Love, Marriage, Beauty Culture, Family Economics, Social Forms, Housekeeping, Cooking, Dressmaking and Baby Care.

Among the several hundred women writers on the staffs of SCRIPPS-HOWARD Newspapers, there are authorities on every subject of feminine interest, from mending a hot water bottle to patching a broken heart.

SCRIPPS-HOWARD

MEMBERS AUDIT BUREAU OF CIRCULATIONS

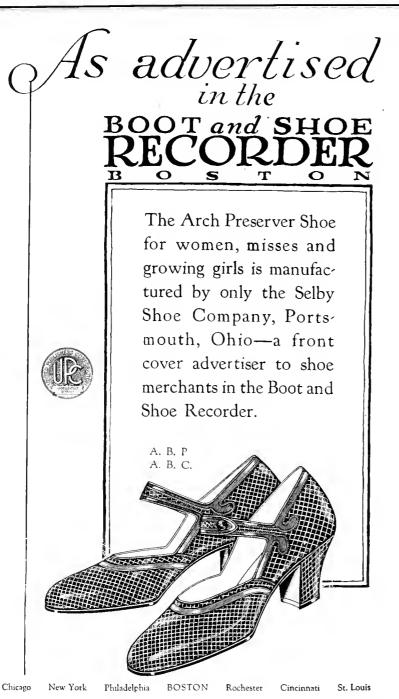


AKRON... Times Peer VOUNGSTOWN Telegram KNOXVILLI New Sentiner
BIRMINGHAM... Post FORT WORTH... Peer EL PASO....... Lot
MEMPHIN Peer Summar OKLAHOMA CITY News SAN DIFGO... Son
HOUSTON... Peer EVANSVILLE... Peer TERRI HAUTE... Por
ALBUQUERQUE... New Mexico State Treinne

NEWSPAPERS

AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., National Representatives 250 PARK AVENUE, NEW YORK · CHICAGO · SEATTLE · SAN FRANCISCO CLEVELAND · DETROIT · LOS ANGELES



FREE A SALES AID

Your salesmen should show skeptical prospects the testimonial letters and orders received from satisfied customers—they supply proof and get the orders.

Don't leave resummntal letters lying idle in your files—give them to your men and increase sales through their use. "V. Send for a copy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of eil Jewish newspapers published. A laader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearhorn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.



business associates of long standing.
While it would be unfair to Mr. Wilder even to think of getting Mr. Balmer to join us in establishing a magazine, it was well worth while to try out Mr. Wilder on the possibility of becoming a partner. To invest all my savings in a publishing venture did not appeal to me, and Ridgway had little money. In talking over plans for the purchase of Everybody's, I decided that if we could secure Mr. Wilder as a partner and let him finance our work we would be very willing to draw small salaries until we put the magazine on a paying basis. I had a nest egg of some \$40,000, and if I could but hold on to this, the plan seemed like a perfect dream!

So the stage was set. By arrangement, Mr. Ridgway came to my home in New York on the Sunday following,

and I telephoned Mr. Wilder.
"If you haven't anything better to do, come over this afternoon," I said quite casually. "I would like to see quite casually. you.'

Mr. Wilder must have sensed something, for he made curious inquiries. But he came.

After the proposition of buying *Everybody's* had been discussed, the matter of finance was broached. Here Mr. Wilder exhibited a phase of business acumen which I had not anticipated. "Publishing a magazine was not unlike a poker game," he asserted. "I will not play poker with you unless you play your own chips.'

Since I possessed stock of the value of \$30.000 in the Butterick Company, he said that I should personally back the venture. Ridgway, having no capital, could not do likewise, but an insurance policy should be taken out, covering his life, the premiums to be taken care of by the company until we had paid the purchase price of the magazine out of our profits and were out of debt. My optimism was such that I needed no time to consider this serious aspect of the transaction. With Wilder and Ridgway as partners I could only see progress and success. I assented at once.

DEFINITE negotiations were then begun by Mr. Wilder, whose experience in dealing with big men and big figures made it easy for him to put the matter in such a light that an offer of one-fourth less than the asking price of \$100,000 was accepted. Fifteen monthly notes for \$5,000 each were duly Fifteen signed, indorsed, and delivered by Robert C. Ogden, then the New York partner of John Wanamaker, and the magazine was ours. To be sure, the notes had yet to be met, but as the payment of the first lay six months in the rosy future, we glowed with the self-satisfaction of the improvident man, who, settling his debts in similar fashion, said: "I'm glad that's paid and off my mind."

At the outset Mr. Ogden prophesied success and was finally persuaded to give us a substantial order for advertising in the magazine, paying us the full rate monthly. A great merchant, with much profit coming from discounts and shaded costs, he was amazed that we insisted that no reduction, not even the agent's discount,

would be given. Everybody's Magazine began to be, under our management, something

Something Worth Looking Into?

168

National Advertisers used The Christian Science Monitor during May. The goods manufactured by

103

of these National Advertisers were featured in retail advertisements published in the Monitor by

591

merchants, in 213 cities. The total number of these "tie-in" advertisements—paid for by the dealers—was

1,517

A folder illustrating this world-wide service to National Advertisers, and giving further information, will be sent on request.

THE CHRISTIAN SCIENCE MONITOR

N INTERNATIONAL DAILY NEWSPAR 107 Falmouth Street, Boston, Mass.

ADVERTISING OFFICES

Boston New York Philadelphia Chicago Cleveland Detroit Kansas City San Francisco Los Angeles Seattle Portland, Ore. London Paris Florence Bernhard Cursire

This beautiful new type face is designed by Lucian Bernhard to express Charm, Grace, Elegance and Telicacy.

> HARPER'S BAZAR selected it for their new layout as the leading Tisplay type for Meadines and Captions

Ask for our Portfolio of Inspirational Prints (he BAUER TYPE FOUNDRY inc Here Hork . 230 10 43d Firet

The Architectural Record has 7,160 architect and engineer subscribers

(as compared with other architectural journals)

1,813 more than the second 2,150 more than the third 2,501 more than the fourth 3,003 more than the fifth 5,203 more than the sixth

To interested manufacturers and agencies on request—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architects" booklet—latest statistics on building activity—and sample copy.

(Average net paid 6 months ending December, 1926, 11,409)

The ARCHITECTURAL RECORD

119 West Fortieth Street, New York, N. Y. Member A. B. C.



more than an entertaining ten cents' worth of fiction and articles. An identity was developed, a steady and aggressive identity, all its own and full of interest and promise. It showed the purpose of departing from the baleful worship of Mammon which characterized at the time so much of the writings in current periodicals.

In my work, especially after Thomas W. Lawson began his story of "Frenzied Finance," I found the outlet for which my energetic spirit yearned; monotony and stagnation were unknown in the three years which followed.

lowed.

The sixth and concluding installment of Mr. Thayer's memoirs will appear in an early issue.

Everybody's Business

[CONTINUED FROM PAGE 5]

ground crossings for pedestrians and cross traffic.

Highway construction in a near day must provide for express, local and freight traffic. There will be at least three classes of roads: the primary, or arterial highways, the secondary roads which will include feeder systems, and the local roads that take care of short-haul traffic. The primary highways will be wide enough to allow for three or four traffic lanes to pass at one time in both directions. express service traveling at high speed probably will run on an elevated strucprobably will run on an elevated state-ture built above the main road. Ramps will connect the elevated highways with the surface pavements at inter-vals of about half a mile. These arteries of travel will be per-

fectly lighted for night traffic, have no grade crossings, be policed by stop and go signals, and have speed limits fixed at a minimum—not a maximum. Buses and trucks will be subjected to regulations as to rates and service as the railroads are now, and all vehicles will have to pay a fair tax for the use of

the highways they run over.

Of even greater importance are the traffic jams in our cities, which statement is borne out by the disclosures that motor-car congestion now costs New York City a million dollars a day. The charge for delivering a bushel of Ine charge for delivering a bushel of potatoes in New York to the consumer is equal to that for hauling them 1000 miles by rail. Four cents a minute is the approximate expense of keeping a motor truck of average size on the streets, whether running or not. Let no one doubt that such waste of time, fuel and equipment has a direct relafuel and equipment has a direct relation to the present high cost of living.

The inevitable outcome must be the

reconstruction of our cities. New thoroughfares will have to be cut through built-up sections. Urban streets and country highways will have to be connected in vast geometrical systems, the financing to be taken care of jointly by the city, the county, and by the state. Millions will have to be spent for more will nave to be spent for more vehicular tunnels, elevated automobile roadways, and the widening of old streets. We niust abandon the notion that because Main Street is 20 feet wide, the new extension of this same street must be built on the same scale. street must be built on the same scale. A few years ago engineers made a new section of our national highway system 40 feet wide and were ridiculed for deciding upon such an unusual width for



Today THE MUNCIE MORNING STAR

GOOLIDA YANKS A MEN PROT YOU OBN

The Star League of Indiana

Daily Circulation in excess of 150,000 Sunday Circulation in excess of 175,000

Special Representative
KELLY-SMITH COMPANY

New York

Chicago

Philadelphia

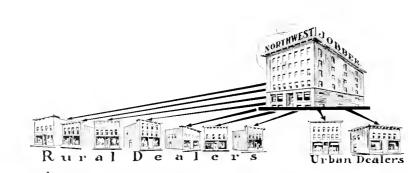
Boston

Gravure (Indianapolis Only) Service Corporation

New York

TIMOIS SENATE

Chicago



A'Self Contained" FARM TRADE AREA

Ninety per cent of distribution in the Northwest is handled by jobbers located right in the territory.

Sales volume in the Northwest for these jobbers is not just a part of their market—it is their entire market.

Because their territory is dominantly agricultural, it is vital to them to select merchandise that has been vigorously advertised to farmers. Except for the Twin Cities and Duluth, the field is wholly rural.

This is why it is logical and obvious that farm paper schedules are the keystone of advertising campaigns in this territory.

THE FARMER is the only weekly farm paper in the Northwest. Every seventh day it reaches 160,000 farm homes on the rural routes out of every town in the territory.



Wallace C. Richardson, Inc. 250 Park Avenue, New York



Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.

Northwest Member Standard Farm Paper Unit

this stretch of pavement. Already it has been proved that 40 feet of roadway are not enough to take care of the intensity of traffic near congested districts. It costs more not to have wide roads than to build them.

Prominent in plans for municipal reconstruction will be two-level sidewalks; bridges for pedestrians at busy intersections; escalators and ramps to connect streets that lie one above the other; removal of signs and shrubbery that obscure vision; express routes through and around towns and villages, making it possible for fastraveling tourists to avoid meeting heavy urban traffic; uniform signals, rules and laws; and the elimination of competition between the bus and the street car over identical routes.

SINCE the modern street car is the most economical user of space of all the vehicles that now travel city streets, it will have to be given a path more free of traffic congestion. While street cars make up only 10 per cent of the traffic movement, they carry 81 per cent of the passengers. The automobile comprises 62 per cent of the traffic and carries only 19 per cent of the passengers. The future street car, built of aluminum, having silent wheels and operating smoothly without any noise at all, will help to remedy present traffic confusion. There must be coordinated car and bus service, and this must be supplied under a single management if we are to serve the ends of efficiency and economy. Street railways in 1926 carried 237,000,000 more passengers than in 1925.

We may expect to see the no-parking zones rapidly extended. A survey disclosed that the capacity of streets to handle traffic is reduced 50 per cent by cars standing at curbs. One automobile standing at the curb narrows the street for an entire block. We may also expect building regulations that will limit the number of tall structures on each city block. The skyscraper has increased the floor space in many communities as much as six times, with the result that six times as many people are discharged every day on that section of the street upon which the building fronts. No plan of subway huilding will take care of such growth.

developments Transportation bringing us rapidly to a new day. Small towns removed from water and railroads will take on new leases of life as a result of the building of great highway systems. All over our land we will soon witness the use of the rail motor car instead of the small steam passenger train, thereby effecting an economy through substituting the internal combustion engine for the steam locomotive, which will give more freouent service on light traffic runs. Railroads themselves will go in for more trucks where it is necessary to meet the demands of the customer for the convenience of direct door-to-door deliveries. Better lighting in con-gested sections of cities will permit motor traffic to operate 24 hours a day in safety, using the night hours in which to move heavy freight in trucks with a minimum of noise and delay to department stores, warehouses and ter-

All of which bears heavily on current practices in business and industry throughout the United States.

minals.

SUPREMACY

EVERY MONTH FOR THE LAST TWO YEARS

The Sun

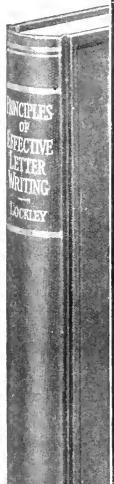
HAS LED ALL
NEW YORK
EVENING NEWSPAPERS

IN VOLUME OF

ADVERTISING



Just Out!



Hore is your dictation this morning?

HOW long is it since you have looked into a book on however writing? Perletter writing? Perhaps you feel that you have graduated from this type of study. And yet it is good business to dip into a modern book on letterwriting occasionally—especially into one in which the fundamentals of resultful letterwriting are so carefully dissected and analyzed as in: analyzed as in:

Principles of Effective Letter-Writing

By Lawrence C. Lockley

Correspondence Counselor, First National Bunk, Los An geles, and Pacific-Southwest Trust and Sornings Bank, Associate on English, University of Collornia (Southern Branch.)
344 pages, 5½ x °.
Hiustrated.

\$3.00 net, postpaid.

Look up, for in-stance, the discussion in this new book of such topics as

making the letter easy to read;
—inow a letter is read;
—avoiding flimsy excuses in adjustments;
—the ten commandments of collections;
—long circuit versus short-circuit selling;
—the high points of cales letter weither; let. —the high points of sales letter writing; letters of the law; —etc., etc., etc.

Some of the Chapter Headings

- L. Making the Letter Easy to Read;
- H. Everyday Letters; III. Inquiry and Order Letters;
- IV. Complaint Letters; V. Adjustment Letters;
- VI. Credit Letters;
- VII. Collection Letters:
- VIII. Application Letters; IX. What Sales Letters Can Do:
- X. The Plan Behind the Campaign;
- XII. Increasing Returns from the Letter; XIII. Helping Salesmen with Letters.

Examine 1t for 10 Days

Let us send you a copy of this book for free exami-nation. Look through it with some letter-writing problem of more own in mind. Send the coupon row—examination is fire.

Examine this book for 10 days FREE

McGraw-Hill Book Co., Inc. 370 Seventh Avenue, N. Y.
Send me Lockley's Principles of Effective Letter-Writing, \$3.00, for 10 days' free examination.
f will return the book, postpaid, in 10 $\rm days$ or result for it then
Name
.Iddress
City 8tate
Position
Company A F 7-13 27

Selling Cotosuet in Carload Lots

[CONTINUED FROM PAGE 22]

told him, and I wanted his ideas on that pie before having the cards

printed.

Instantly he changed from baker to a critic. We began to discuss that pie card. When I found fault with any We began to discuss that pie feature, he defended it. Never before, in all probability, had he been asked to appear in the role of adviser. like all of us, enjoyed the new situa-

FINALLY he insisted that the picture represented a pie at its best. Nothing could be done to improve it. He would have the whole trade of Boston if he could make pies like that.

"How many stores in Boston are selling Fox Pies?" I inquired. He calculated quickly. "About one thousand."
"Well," I said, "I will furnish you

a card like that to go in every one of those stores. You have done me a favor. Let me do something to reciprocate. I must advertise Cotosuet on those cards. Let me say on each that nothing but Swift's Cotosuet is used in the shortening for Fox's Pies. I will furnish you 250 of those cards with every carload of Cotosuet that you order now."

He accepted that offer and ordered four carloads to get one thousand

cards.

Then I went to Providence, and at Altman's Bakery made the same arrangement. Then to New Haven, then Hartford, Springfield and all big New England cities. In not one did I fail to sell the leading baker a large supply of Cotosuet. He paid a higher price than for Cottolene, but he secured a very great advantage.

I returned to Boston with more orders for Cotosuet than six salesmen had sold in six weeks. But Mr. Aldrich

was scornful.

"You have not been selling Cotosuet," he said. "You have simply sold a pie card. Now let me see what you can do where you have no such advan-tage. One of our largest customers is the Mansfield Baking Company in Springfield. There you have given exclusive rights to your pie card. would like to see what you can do with ordinary salesmanship."

I promptly left for Springfield, reaching there late Saturday afternoon. I went at once to the Mansfield bakery where I found Teddy Mansfield working in his shirt-sleeves. I waited until he was done. Then I said, "Teddy, I have an invitation to the Commercial Club banquet tonight. I am lonesome, and I don't want to go alone. They will let me bring a guest. I want you to go with me."

Teddy rebelled. He said he had never been to a banquet. He had no suitable clothes. I told him that I was wearing just what I had on then, so he finally

That was a great night for Teddy Mansfield. He met for the first time with the leading men of his city. He

enjoyed himself, and when we parted he was very friendly to me.

That night at the hotel door I said, "I am coming to see you Monday morning to present something of great interest to you."

Teddy hesitated. "Please don't come," he said. "You have been so kind tonight that I can't refuse you anything. But I am loaded with Cotosuet. forty tierces in my cellar, and I cannot afford to use them, as you know. I shall be glad to see you, but don't ask me to buy Cotosuet."

On Monday morning I found Teddy Mansfield, as usual, in his shirt-sleeves. "Teddy," I began, "I don't want to talk Cotosuet to you, but I have a proposition. I am advertising manager of Swift & Company. I can do in some ways what no one else can do. You are known in Springfield, but nobody knows you outside. I want to suggest a way to advertise Mansfield's Pies all the

way from here to Chicago."

Then I unfolded my plan. If he would order two carloads of Cotosuet, I would place a sign on both sides of the cars. That sign would announce that all this Cotosuet was to be used in Mansfield's Pies in Springfield, Mass.
"Not on one side of the car," I said, Not on one side of the car," "but on both sides, so everyone for nine hundred miles, on both sides of the

tracks, will know you.

That idea appealed to Teddy, as like ideas have appealed to countless advertisers before and since. It was folly, some say, but no more folly than all the ideas of "keeping your name be-fore the people." Teddy typified the average advertiser of those days, in his desire to simply spread his fame. He accepted my offer, and in one week the cars arrived. I was there with him to greet them. I have rarely seen a man so pleased as he was when he saw those cars with signs which had advertised Mansfield's Pies all the way from Chi-

HAD sold more Cotosuet in one week than six salesmen had sold in six Not one buyer had complained about the price. Mr. Swift wired me to fire the whole Boston force, but I asked him to wait until I returned and explained my methods to him.

When I met Mr. Swift I said, "I did

not sell Cotosuet, did not talk Cotosuet. I sold pie cards and schemes, and Cotosuet went with them."

"I wish you would teach our other men to do that."

"It cannot be taught," I replied. And I am still of that opinion. The difference lies in the basic conception of sell-The average salesman openly seeks favors, seeks profit for himself. His plea is, "Buy my goods, not the other fellow's." He makes a selfish appeal to selfish people, and of course he meets resistance.

I was selling service. The whole basis of my talk was to help the baker get more business. The advantage to myself was covered up in my efforts

to please him.

I have always applied that same principle to advertising. I never ask people to buy. I rarely even say that my goods are sold by dealers, I seldom quote a price. The ads all offer service, perhaps a free sample or a free package. They sound altrustic. But they get a reading and get action from people seeking to serve themselves. No selfish appeal can do that.

Today that same principle is widely applied to house-to-house canvassing. Sellers of brushes call to offer a housewife a brush as a gift. Sellers of aluminum ware present a dish. Sellers of coffee call at first with a half-pound free package to try. They are always welcome. The housewife is all smiles and attention. Then, in the natural reaction, she strives to find a way to reciprocate the courtesy by buying.

In my early years in advertising those ideas of salesmanship were new. I was, I believe, among the first to apply them. No doubt I originated many of their applications. I never tried to sell anything, even in my retail store advertising. I always offered a favor. But Swift & Company refused to

But Swift & Company refused to give anything away. I could never sample their products. We advertised Wool Soap, washing powder, breakfast sausage, hams and bacon, and butterine, and we were reasonably successful. But I came to realize that under their restrictions any real success was impossible. All the years since have confirmed my opinion. The packers make many lines which can be profitably advertised. But I do not know of an advertising success made by a packing house, with the possible exception of Cudahy's Dutch Cleanser.

In my day in the stock yards, nearly all my conceptions of selling in print were taboo. I saw that I had to escape those restrictions if I were to accomplish my ambitions. So I began to look about.

Mr. Hopkirs' discontent with the limitations imposed upon him by the policies of Swift & Company soon led him to seek his future elsewhere. In those days the proprietary medicine field offered the widest scope for the advertising man, even as it prescribed the evident field in the stable of the medicine field offered the widest scope for the advertising man, even as it prescribed the advertising have the medicine field of the medicine field in the fifth installment of his autobiography, appearing in our issue of July 27, Mr. Hopkins tells how he built up a tremendous business for the remedies of Dr. Shoop of Racine and how, through the J. L. Stack Advertising Agency, he directed the advertising of Montgomery Ward & Company and Schlitz Beer.

The Idea's the Thing

By John Hall Woods

NE of Shakespeare's characters said "The play's the thing." Today so far as the writing of copy is concerned the *idea*'s the thing. Throw the dictionary in the waste basket.

The purpose of advertising, whether it takes the form of a letter or an insertion in a publication, is to get a certain idea into the mind of the reader.

We deal in mental processes. Every sale starts in the mind. The reader is not interested in our vocabulary, and we don't want him to be.

There are two things necessary in

The Leading Magazine of the World for School Jeachers

Teachers Are Sure of Money to Spend

IIIS coming year nearly two billion dollars of tax money (assured money) will be expended in operating our schools—and 80% of it will be paid in salaries to teachers.

The proven medium through which to get business in this field is Normal Instructor-Primary Plans. The best evidence of this is the long list of nationally known advertisers who have used it continually—some for twenty-five years. Advertisers will try a publication for many reasons but only profitable results will cause them to use it year after year.

The profitable use of Normal Instructor-Primary Plans is not limited to a few lines of trade. Our list of long term advertisers covers a wide variety of products and services from class pins to summer cruises—and a variety of objectives. Some advertisers use Normal Instructor-Primary Plans to sell to the teacher, some to sell to schools, and some to reach the home via the teacher and the children. When you consider that our



180,000 subscribers have in their charge more than five million children coming from several million homes, you will realize that here is plenty of scope for your efforts.

For advertisers of school supplies and equipment Normal Instructor-Primary Plans is indispensable. It is subscribed for by one out of every four elementary school teachers in the U. S. and by a very large percentage of the district, county and city superintendents and principals of village schools.

Why not discuss with us the possibilities of using Normal Instructor-Primary Plans to attain your advertising objective?

Rates Going Up-Order Now

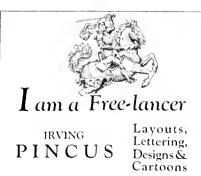
On August 20, 1927 the advertising rates of Normal Instructor will increase to \$720 per page of 684 lines and \$1.20 per line for less than quarter page. Orders may be placed now at the present low rates of \$600 per page and \$1.00 per line for space to be used in issues up to and including September, 1928.

Net Paid Circulation, as shown by A. B. C. Audit of December, 1926 issue (last reported upon) 181,636. Average Distribution (A. B. C.) for twelve months ending December, 1926, 192,562.

F. A. OWEN PUBLISHING COMPANY, Dansville, N. Y.

CHICAGO: 1018 So. Wabash Ave., C. E. Gardner, Advertising Manager NEW YORK: 110 West 34th Street, George V. Rumage, Eastern Representative

The Leading Magazine of the World for School Jeachers



9 East 38th St. N. Y. C.

DIAMANT typography is set by hand and head. Usually, the changes are so few that the first proof is the last proof. Here, you get a finished advertisement the first time. Diamant knowledge will serve you well and it costs no more!

Diamant

Typographic Service 195 Lex. Ave. CALedonia 6741



86

Today, mes enfants

Last Week, Incidentally

IVE LA LIBERTE!
But try to get a little.

Look all over, every place. It is no end hard.

It's even getting hard to tell what it is-there's so little of it.

We don't pretend to know all about it either, but so far as we know it at all, we think it has largely to do with the right of the individual to lead his own life in his own way.

That is, at any rate, the Manhattan viewpoint. It was, we think, once the American viewpoint; before the wowsers of Kansas, Tennessee and Texas had their say.

Not that we present the gaiety of New York as something to be confused with fast living. It is, of course, already trite that our friends the outlanders, ask, (after three nights of amusement in metropolitan haunts made expressly for their patronage) "How do you keep it up"?

The true common denominator of the interests of Manhattanites is in their intent to live richly; to know many people; to get those finer expressions that are artistic in their essence.

If you would really know your New York, drop in at the City College Stadium and make note of the crowds listening to the Philharmonic Orchestra; or at a new play by Eugene O'Neil, George Kelly or Sidney Howard; get in, if you can, to the Beaux Arts Ball or the Dutch Treat Show; or attend, if you can manage it, one of those



s Bastile Day

vas Independence Day

more private but equally social events sponsored by the old Four Hundred or the new.

These are activities essentially New York.

Not that they have not their occasional counterparts in Cleveland and St. Louis and points south and west.

But New York is in the final word sni generis: a place and a point of view apart.

Which is why The New Yorker flourishes in New York; because The New Yorker has captured the essence of its spirit.

It explains The New Yorker's outstanding vogue in New York, where more than 45,000 of The New Yorker's more than 50,000 readers are concentrated; and where the lord knows how many people actually beg, borrow or steal a copy of every issue.

In New York, The New Yorker is pre-eminently the class paper. Nothing nearly matches it in circulation, or favor with New York's bright people.

It is keyed to the city—and the Key to the City.



25 West 45th Street New York City



The "Pocket" Nerve

of the American business man is the most sensitive one in his system. Therefore, we have a closer personal contact with our readers than any other magazine.

They take our advice on their investments, and those of their clients and, logically, act on the advertising they read in our pages. Fifty-six per cent. of our subscribers tell us they have so acted!

V. E. GRAHAM

Advertising Director.

MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 5 of a Series

SELLING YOUR SERVICES?

9000 POTENTIAL BUYERS

IN

THE MARKET PLACE

the writing of successful copy:

1. Get an idea.

2. Express it so that anyone with average intelligence will understand it. The average person, it is said, has a working set of about 800 words, exclusive of proper names.

Dr. Frank Horace Vizetelly, lexicographer and managing editor of the New Standard Dictionary, was quoted recently in an article in Liberty. ("How Many Words Do You Know?"

Sept. 25.)

He tells us that the average well educated man knows about 8000 or 10,000 words, although, he says, "he won't use all of them very often or, indeed, be able to give an exact defini-

tion of most of them."

The ordinary uneducated man, the doctor says, is familiar with 3000 or 5000 words, "even if he doesn't give them much intelligent exercise. For commonplace purposes both men can get along handsomely with 2000 words."

It seems obvious, doesn't it, that the first thing we must do is to put about four-fifths of our vocabulary on the reserve shelf? Our aim, in writing advertising, is to cause the reader to arrive at a decision in favor of what we have to sell: a decision either to go out and buy it; or that it is a good

We have words to work with. Let's use the limited number of words the average reader will understand. And let's try to keep him from noticing the words, for fear they will detract his

mind from the idea.

The idea's the thing. I don't know what an idea is-not that I never had one. I imagine it is a flash of consciousness, or something like that. Anyway, an idea is not a bunch of words. It is a thought.

Now, when we go about trying to inspire thoughts in the multitude, it will be well to remember some farfrom-flattering discoveries recently made, as to the mental attainments of the average unit of the body politic.

Look around you.

I was walking through the Loop in Chicago recently with a friend of mine. He grabbed me by the arm earnestly. "Now we're going to try something, he said. "As we walk along here, look at everybody we pass, male and female. And whenever you see anybody whom you think has any brains, point to him."

Of course, that was rather broad. But not so broad as you think-until you try it yourself. Just look them

over.

Psychologists, who learned a lot about people when they got so many of us together in the army, tell us that the average intelligence of the public is that of a 12-year-old child.

It seems obvious, then, that we must be careful what words we use. These average citizens must have their ideas in easy doses, and not in polysyllables.

Portions of an address delivered at the Better Letters Departmental of the Direct Mail Advertising Association, Detroit.

When You Buy a Car

In BUYING a new car, you probably consider only those with a proved reputation for reliability. Realizing this, a leading automobile manufacturer advertises, "A car's reputation, like a man's character, is built—not conferred." Certainly, advertising men know the value of reputation in buying and selling any product.

Thus, in SMART SET, a first-person magazine, we have published stories and articles by such first-rank authors as:

Frederic Arnold Kummer Lady Drummond Hay Robert S. Hichens O. O. McIntyre Thyra Samter Winslow Adela Rogers St. John Lucian Cary William Slavens McNutt Elsie Robinson F. E. Baily

Writers possessing enviable reputations, skilled in all techniques, rich in their knowledge and portrayal of life.

In this way, first-person stories are made more interesting yet as wholesome, as varied, as worthwhile as the best "old-line" fiction. SMART SET, blazing a new trail, takes a long step forward in the evolution of the magazine of today.

And advertisers find this new, first-person field the most productive. Increased schedules, enthusiastic testimonials all indicate that for the majority SMART SET produces sales at the lowest cost. Proof conclusive that SMART SET, published "for the 4,000,000—not the 400," reaches and is read by a large, unprejudiced, youthful, buying audience.



Stories from Life

119 West 40th St., New York Chicago Adv. Office, 360 N. Michigan Ave.

The OPEN FORUM

Individual Views Frankly Expressed

Concerning the Use of Names

RNEST ELMO CALKINS' able indictment in your June 15 issue, entitled "What Is the Paid-For Testimonial Worth?" should have the approval of everyone concerned in advertising. However, his mention of (now) Colonel Charles Lindbergh's newspaper articles furthers the point in another way. Those newspaper articles, under Lindbergh's signature, purported to have been written by Lindbergh. But did he write them?

I don't think so. I believe Mr. Calkins doesn't think so. Suffice it to ask, when did he have time to write?

Not discrediting our beloved Lindbergh, that, too, is a violation which ought to be discontinued for the good of public print. I refer to promoting articles as being written by a celebrity when the celebrity doesn't write them. This is not different than the paid-for testimonial. It is misleading the public, however good the articles are. And it is injurious to confidence in all publicity.

Prize fighters, baseball players and others are similarly used and strenuously promoted by our very best newspapers; all for reader interest circulation—when some of them don't even know the meaning of words used in their articles and cannot spell or punctuate. They are simply selling their names to another's writings, which is equally as infractious as the paid-for testimonial.

Indeed, Calkins' crack at the paidfor testimonial practice and advice that it be discontinued can go farther, if it is to be consistent and complete.

Frank Effinger, President, Frank Effinger, Inc., Milwankee, Wis.

Few articles purporting to be written by celebrities are actually the work of the person signing them. This wide-spread practice of "ghost" writing, so called, was discussed in some detail in the June 18 issue of Editor & Publisher. According to Philip Schuyler, the writer, Col. Lindbergh's "signed" articles were actually written from interviews by Carlyle MacDonald of the European staff of the New York Times. Among other prominent "ghosts" and their celebrities reported in the same article are: B. S. Garden, ghost for "Peaches" Browning; Jack Laif for Ruth Brown Snyder; James Wharton for Roald Amundsen: William Slavens McNutt for Luis Angel Firpo; Julia Harpman Pegler for Gertrude Ederle. This "ghostly" practice has spread far beyond the limits of the daily press where it is believed to have originated. Certain national magazines use "ghost" writing widely, and it has penetrated to the business press, where even some of the advertising and sales publications use it extensively. Advertising & Selling, however, holds the "ghost" writer strictly taboo.—Editor's Note.

The Cotton Growers Are Advertising

THIS is a somewhat belated reply to Mr. Hotchkin's article in which he asks "Why don't the cotton growers combine and advertise?" But suffice it to answer: "They have done it—and have been doing it for some time."

Three hundred thousand cotton growers have built a great cooperative organization to distribute and merchandise their cotton, to conduct their affairs just as other big businesses are conducted. Three hundred thousand cotton growers are advertising to the spinners and cotton merchants of America and Europe, telling their story



The mark of RESPONSIBILITY

THIS mark stands for responsibility in the raw cotton industry—responsible cotton growing, responsible financing, responsible distributing, with a responsible organization behind the sale of every bale!

It is the mark of the 300,000 plaoters who are co-operating to eliminate chaos from cotton raising and cotton merchandising. It means

> GOOD COTTON WHEN WANTED

American Cotton Growers Exchange

building an international reputation for themselves. These are the members of cooperative organizations which belong to the American Cotton Growers Exchange.

Through the American Cotton Growers Exchange they are advertising, not spectacularly but according to a conservative program. They are building not just for today, but for the future. Their policies are being developed along carefully planned lines.

The first step is to build the confidence of the mill buyers, to establish the fact that the A. C. G. E. is a responsible organization which offers

"Good Cotton When Wanted." This is now being done in advertisements in the publications that reach the spinners and cotton merchants.

Another part of the program is to sell business men and bankers on the idea that the A. C. G. E. is soundly conceived and deserves their support because of its influence on the prosperity of the country.

The plans Mr. Hotchkin suggests for increasing the demand for cotton have been given a great deal of thought and consideration. However, the A. C. G. E. is creeping before leaping, and it has not been thought advisable to go to the consumer until the proper groundwork has been laid.

Federal Advertising Agency, Inc. New York

Mr. Green's Bag of Coupons

W. PAGE of Richmond, Virginia, dragged me out into the limelight on the 8-Pt. page of your June 1 issue as having entered his office with a bag full of coupons some sixteen years ago, when I was manager of national advertising for the Philadelphia North American.

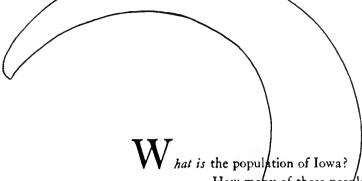
If my memory serves me correctly, he was manager of the Wurlitzer Company of Cincinnati, and the object of my visit to his office was not necessarily an order, for we were trying to interest Wurlitzer to come to Philadelphia and open up a store. But as long as I had the sack of coupons with me, I sprang them on Mr. Page as evidence of the pulling power of one of the most prominent publications in Philadelphia.

"Did he make a sale?" you ask. Well, it might interest you to know that the bag "bagged results" with regularity, and I do not recall it having missed fire whenever it was used.

The very day I called on Mr. Page in Cincinnati, this bag was the result of my closing a contract that had not been in the North American for several years. I closed it on the spot, and they ran a minimum of forty thousand lines for at least fourteen years, or until the American was taken over by the Public Ledger a couple of years ago. Was it worth while?

The value of such an unusual approach was shown by the fact that even to this day it was remembered by a man whose office I visited but once.

CHARLES C. GREEN, President, Charles C. Green Advertising Agency, Inc., New York.



How many of these people live in cities and towns and how many on the farms?

How much manufacturing is there in Iowa?

How many automobiles in Iowa, how many were purchased in 1926, how much was paid in license fees by counties?

What was the 1926 farm income in Iowa?

What about the potential electric appliance market in Iowa?

How many 'gas' cities in Iowa and what are the names of the companies?

How many hardware stores, garages, general stores, cigar stores, etc., in every city of 1,000 and more population in Iowa?

What is Des Moines' influence as a jobbing center over Iowa and its relation to middle west jobbing points?

What is the trading radius of Des Moines as specified by the Audit Bureau of Circulations?

How many homes in Des Moines, electric meters, etc?

What about building permits in Des Moines, bank clearings, postal receipts?

Where is there a complete and accurate list of wholesale grocers, druggists, hardware, automotive, radio, electrical dealers and other distributors of Iowa?



IOWA MARKET DATA answers all the above questions completely and accurately. This new book will interest every manufacturer and is absolutely essential to the manufacturer and advertising agency planning a sales promotion campaign in Iowa-whether the product is a cigar, washing machine, radio, food product, mechanical refrigeration, toilet article or wearing apparel. A copy awaits your request either direct or through any office of our representatives listed below.

The DES Moines Register and Tribune-Capital

Represented by

1. A. Klein, 50 East 42d St., New York. Guy S. Osborn, Inc., 360 N. Michigan Blvd. Chicago. Jos. R. Scolaro, General Motors Bldg., Detroit. C. A. Cour, Globe-Democrat Bldg., St. Louis. R. J. Bidwell Co., San Francisco, Los Angeles, Seattle.

EACH year Hardware Age publishes more pages of advertising than all other national hardware papers combined.

THIS overwhelming preference of advertisers for Hardware Age is particularly significant since the cost of space in each national hardware paper is approximately equal.

HARDWARE AGE

239 West 39th Street New York City

Charter Member—A.B.C. Charter Member—A.B.P., Inc.

Serving the hardscare industry three score and twelve years.

The Art and Practice of Typography

EDMUND G. GRESS

615 high-class type arrangements of permanent applicability—the majority in color—with approximately 100,000 words of text relating directly to the examples shown, constitute this indispensable book written for the typographer.

Historical information combined with practical instructions make this an extremely interesting, as well as an instructive volume.

300 pages, 41 inserts, 615 illustrations, size 9½x12¼ inches, strongly bound in cloth, \$10.00; 45 cents extra for postage and packing.

The American Printer, Inc. 9 East 38th St., New York, N. Y.



Increasing Sales Through Improved Window Displays. A comprehensive booklet treating the fundamentals of window display from a practical basis. It tells the retailer how to make his displays and gives simple directions that are easy for one to follow. The explanations are complete and many interesting and attention getting displays can be made according to the specifications given in this book. Price, 10 cents, By the American Tissue Mills Company, Holyoke, Mass.

Principles of Effective Letter Writing. By Lawrence C. Lockley. This book treats the fundamental problems of letter writing from a business point of view. It starts out with generalities and narrows down to specific kinds of letters. Some of the different phases of letter writing into which Mr. Lockley goes fully are, routine letters, such as collections, applications and credits; direct selling letters; and follow-up letters. In each of these classes, he gives examples of what the correct letter should be like and points out defects in letters that can easily be avoided with a little attention to fundamental principles. It takes into consideration both the academic and the practical elements in letter writing and combines both of these points of view successfully. Price \$3.00. By the McGraw-Hill Book Company, New York.

How to Influence Men. By Edgar J. Swift. This volume deals with an interesting phase of salesmanship, namely the psychology of selling. Mr. Swift graphically tells his theories of selling and explains the selling process from the motive to the conclusion of a deal. He discusses creative salesmanship, how to select salesmen and the psychology of managing men along with other phases of the sales problem. Price \$3.00. By Charles Scribner's Sons, New York.

Business Organization. By the Policyholders' Service Bureau of the Metropolitan Life Insurance Co., New York. This small pamphlet, the fifth of the Business Organization Series, treats the functions of the advertising manager and the organization of the advertising department. In the second half of the report, the organization of the advertising department is shown by means of graphs. Copies may be secured upon request from the Policyholders' Service Bureau, Metropolitan Life Insurance Co., 1 Madison Ave., New York City.

The 1926 Book. In Oklahoma. A compilation of facts about the Oklahoma farm market, lists of trucks, tractors, automobiles, by makes and by counties, and general statistics and tables concerning the States. Free upon request. By the Oklahoma Farmer-Stockman, Oklahoma City.

AUTOMOTIVE GIANTS OF AMERICA. By B. C. Forbes and O. D. Foster. This volume contains the biographies of the twenty most outstanding figures in the phenomenal development of the motor car industry. The stories of their lives and the stories of their cars are combined to form brief narrative rich in anecdote written in a terse, dramatic style. Illustrated. Price \$2.50. By B. C. Forbes Publishing Company, New York.

AN INVESTIGATION OF ATTENTION TO AD-VERTISEMENTS. By H. K. Nixon, Ph.D. A report dealing with apparatus and technique designed to approach the problems of attention. The apparatus was set up in a New York shop window and advertisements were displayed under various conditions, while data were collected on the age, sex, color, etc., of the passers by who stopped to examine the window. Illustrated, By the Columbia University Press for the School of Business, Columbia University, New York.

Methods of Training Drivers as Salesmen. This report is based on a recent study to determine what is being done by various industries toward training their drivers as salesmen. The experience is given of representative companies in the ire, dairy, laundry, ice cream and certain food products businesses, and the methods used by these companies in instructing their drivers in the rudiments of salesmanship are described in detail. Free upon request, by the Policyholders' Service Bureau, Metropolitan Life Insurance Company, New York.





OTOGRAVURE sections are published every week in fifty-two cities of North America by these eighty-one newspapers.

- *Albany Knickerbocker Press
- *Atlanta Constitution
- *Atlanta Journal
- *Baltimore Sun
- *Birmingham News
- *Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *Buffalo Sunday Times Chicago Daily News
- *Chicago Sunday Tribune
- *Cincinnati Enquirer
- *Cleveland News
- *Cleveland Plain Dealer
- *Denver Rocky Mountain News
- *Des Moines Sunday Register
- *Detroit Free Press
- *Detroit News
- *Fort Wayne News-Sentinel
- *Fresno Bee
- *Habana, Cuba, Diario De La Marina
- *Hartlord Courant
- *Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *Kansas City Star
- *Long Beach, Calif., Press Telegram
- *Los Angeles Sunday Times
- *Louisville Courier Journal

- *Louisville Sunday Herald Post
- *MemphisCommercial Appeal Mexico City,
 - El Excelsior
- *Mexico City,
 - El Universal
- *Miami Daily News
- *Milwaukee Journal
- *Minneapolis Journal
- *Minneapolis Tribune
- *Montreal La Patrie
- Montreal La Presse
- *Montreal Standard
- *Nashville Banner
- *Newark Sunday Call
- *New Bedford Sunday Standard
- *New Orleans Times Picayune New York Bollettino Della Sera
- *New York Corriere D'America
- *New York Evening Graphic
- *New York Jewish Daily Forward
- *New York Morning Telegraph New York II Progresso Italo Americano
- *New York Evening Post New York Herald Tribune

- *New York Times
- *New York Sunday News
- *New York World
- *Omaha Sunday Bee
- *Peoria Journal Transcript
- *Philadelphia L'Opinione
- *Philadelphia Inquirer
- *Philadelphia Public Ledger & North American
- *Providence Sunday Journal
- *Richmond, Va., Times-Dispatch
- *Rochester Democrat Chronicle
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *Springfield, Mass., Union-Republican
- *Syracuse Herald
- *Syracuse Post Standard
- *Toledo Sunday Times
- *Toronto Star Weekly
- *Washington Post
- *Washington Sunday Star
- *Waterbury Sunday Republican
- *Wichita Sunday Eagle
- *Youngstown, O., Vindicator

Right × ROTOPLATE Ballon

the perfect paper for rotogravure printing, is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company

Established 1872

NEW YORK
51 Chambers Street

Neenah, Wis.

LOS ANGELES

CHICAGO 208 S. La Salle Street COUNTY INDEX OF THE FARM MARKET. A list of 3044 counties arranged according to the buying power of their farmers and the percentage relation of each county to the average for the United States. These county indexes are based on income capital and number of white farmers. Free upon request. By the Farm Journal, Philadelphia

FOREIGN COMMERCE HANDROOK. This handbook serves as an indication of the sources of imports and export service in the United States. It is of interest to American business men desirous of knowing about the facilities available to them in the conduct of their overseas trade. Distributed free upon request. By the Foreign Commerce Department, Chamber of Commerce of the United States, Washington, D. C.

Tips on Leadership. By Herbert N Casson. In this book the writer gives his opinions, in the form of a common sense philosophy, on the elements which go to make success and leadership. The book is divided in two parts, the first one devoted to principles, and the second to short stories of twenty-five outstanding leaders of today Price \$2.00. B. C. Forbes Publishing Company, New York.

The Measurement of Advertising Erect. By George Burton Hotchkiss and Richard B. Franken. This hook shows the results of a comprehensive study of advertising and its effect upon the prestige of manufacturers' names and brands. It is a contribution of the universities of the country, for through their cooperation this extensive investigation was made possible. It among all commodities, and supplies practical information to those interested in scientific research in the field of marketing Advertised brands are listed and the comparative prestige, as indicated by the number of users, of each is cited. Price \$1.00. Harper & Brothers, New York.

Colour in Advertising and Merchandise Display. By Charles C. Knights. This is a small book but a complete one. One of a series of manuals, it is purely technical and deals in detail with a technique. The author gives a "synthetic" method of evolving color combinations which may serve as "a secure foundation upon which the artist can build according to the dictates of his own artistic conscience." The artist referred to is, of course, primarily a commercial artist, and consequently the second part of the book shows him how he can develop the knowledge gained from the previous section in window displays, poster designs and general advertisements. There is a chapter on links, and there are two color plates and numerous diagrams. An appendix gives twenty examples of the practical application of the synthetic method to commercial art and design, Price: Five studings net. By Crosby Lockwood & Son, London.

Facts and Figures of the Automobile Industry. This is the seventh annual edition of a review that aims to present in ready reference form essential data on the development and present standing of motor transportation. A variety of pertinent topics are covered by means of numerous tables of statistics, comparisons and diagrams. Free upon request. By the National Automobile Chamber of Commerce, New York.

How Banks Increase Their Business. By G. Prather Koapp. An outline of the groundwork for a structure of standard practice in the production of new business for financial iostitutions. The work covers only those functions generally assigned to the new business department of a bank and the relation of this department to the other departments. Among other subjects it cluded, the author, who has had an extensive experience in this type of work, discusses direct personal selling of bank service; bank advertising; service plans, and office systems in new business, advertising and publicity management. Illustrated. Price \$5.00. By Rapd McNally & Company, Chicago and New York.

Companies, Firms, Institutions, Organizations in Existence Seventy-Five Years or More. A list prepared by the New York Times in connection with its seventy-fifth anniversary. It contains the names and addresses of firms, companies, institutions and organizations, or their immediate successors, that have been in existence seventy-five years or more. Free upon request. By the New York Times, New York.



Farmers in Big Business

RARMER members of the Dairymen's League Co-operative Association are accustomed to think and speak in terms of millions. The total yearly sales of the Association average around \$70,000,000. For 1926, the figure was \$71,910,098.47.

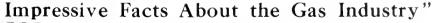
This vast business covers every step in distribution from hauling the milk from the farms to delivering it to city dealers both in New York and in other cities located in this milk-shed.

The books of the Association are audited by a committee of farmer-members. Its affairs are discussed at length at an annual meeting attended by representatives from the entire territory. Full reports are printed in the Dairymen's League News and studied in thousands of farm homes where the monthly milk check is the chief item of income.

These big-business farmers have buying power and the will to spend. Reach them through their own paper—the Dairymen's League News.

Sample Copy and Rate Card sent on request





With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE

DISPLAY advertising forms of Advertising and Selling close 7 days preceding

Classified advertising forms are held open until the Saturday before the publication date.

the date of issue.

Thus, space reservations and copy for display advertisements to appear in the July 27 issue must reach us not later than July 20. Classified advertisements will be accepted up to Saturday, July 23.

Maytag Advertising

[CONTINUED FROM PAGE 20]

use the \$5.00, he lost its equivalent value of the advertising. If he did use it, he received the value of the local advertising with the same margin of

profit he made before.

This plan was started in September, 1924, and immediately the bills began to come in for reimbursement. We supplied the dealers with all mats, plates, and special copy. We wanted them to use every dollar of the allowance they had coming. We urged them to use it and to apply for the reimbursement. The plan was advertised in our house magazine, and our field men were instructed to keep their dealers checked up and to remind them constantly that, if they did not use their allowance, it would be lost. At the end of three months we found that less than 20 per cent of the first month's allowance had been applied for. At the end of six months less than one-half the allowance was being used that should have been used. The dealers wanted to save their allowance and to accumulate it for the time in the future when business was hard to get and when heavy copy and big smashes would be necessary to bring home the bacon.

Every time we sold a thousand washers, it meant creating for ourselves a contingent liability of \$5,000. If we sold 20,000 units, here was \$100,000 that the dealers could claim at any With their holding off advertising until some time in the future, this liability might assume colossal proportions. Suppose we sold 25,000 washers per month, with the allowance claimed on only 5000 of them. This would leave \$100,000 on call. Suppose business were good, say, for five months, then the bottom fell out and the dealers started using the advertising allowance which they had accumulated for the past five months. By this time there would have been a half million dollars which we might have been called upon to disburse in a very short time or as soon as the dealers ran the advertisements and made a claim for their allowance. This was a liability which no manufacturer could afford to face. Besides, we wanted our dealers to advertise when business was good for the time when it was hard to get.

N order to correct this, we sent a notice to all of our dealers to the effect that from that date on all dealers would have a period of ninety days in which to run and claim the allowance which they had accumulated. If it were not claimed within ninety days, it automatically became outlawed, and was cancelled. This made it possible for us to know what we might be called upon to pay, and when allowances were outlawed and cancelled we then could take that money and put it into centers where distribution and other circum-stances warranted additional newspaper help.

This plan ran along until the end of the year 1925. The most we were ever successful in getting used was about 70 per cent of the total allowance for any one month. Toward the end of the year we decided we would take over the expenditure of this allowance ourselves instead of leaving it for our dealers to do.

HERE were many reasons why the I change was made. In the first place, our dealers did not confine their copy to the suggestions for advertisements we sent them nor to the plates and mats we recommended. As a general rule they used the advertisements to play up their store and their firm name and put Maytag and the washer in the background; yet it was an exclusive Maytag advertisement and we were obligated to reimburse them for it. One typical case was where a dealer ran a full page insertion showing a picture of his store, gave a history of the organization, and showed a picture of the members of the firm. In one corner of this he put a cut of the washer and, in the other corner, the logotype with the information that he was the local authorized Maytag dealer. Inasmuch as it was an exclu-sive Maytag advertisement and no other product was mentioned, we were obliged to reimburse him for the entire

Many dealers were not in the best papers, but were being governed and influenced by personal opinions and prejudices. They ran advertising in everything that could be considered a legitimate medium, using Maytag copy many times to grant special requests for donation copy and to save their own expenditure. Furthermore, all of this copy was being placed in the smallest papers where the milline rate was tre-

mendously high.

On January 1, 1926, we announced to the entire organization that, from that date on, we would spend the allowance ourselves instead of leaving it to the dealer. We made such arrangements as were necessary to take care of the termination of such contracts made by the dealers and unexpired allowances.

Just as soon as we took over the spending of this money ourselves, we could see an improvement. Most of the dealers were glad to be relieved of the detail it involved and the money it tied up. We cut out many small papers whose rates were high and where other papers could be used to much better advantage. Many of them were cut down to an adequate schedule, the balance being concentrated in key papers which had a wide circulation and a general influence over the entire territory. Our farm business was developing to the point where it required considerable attention. Part of this allowance was pooled with that of other dealers and put in state farm papers which carried a list of all dealers in the State. All of our newspaper copy likewise carried a list of all dealers situated in the territory where this particular paper had a circulation. Careful surveys showed that the total circulation we were receiving for practically the same amount of money spent was double what it had been under the former plan.

The method by which the schedules were handled and coordinated with the dealers' purchases of machines contributes a story in itself, but the plan has worked out in such a way that very few small advertisements are seen in Everything has small newspapers. been worked toward the idea of dominant copy in dominant papers, and the result has been very satisfactory.

The method of selling and of merchandising which preceded this advertising camjaign has, in its effectiveness, spoken for itself. When the plan was started in 1920 the retail value of sales for that year amounted to approximately \$1,000,000, in 1921, \$2,000,000, 1922, \$4,000,000, 1923, \$8,000,000, 1924, \$17,000,000, 1925, \$35,000,000, and 1926,

\$53,000,000.

One of the most significant points is the fact that, in 1920 we did a million dollars' worth of business with 11,500 dealers. In 1926, we did a retail business of \$53,000,000 through 2600 franchised dealers. Our first advertising appropriation for publicity and the purchasing of space was used in 1924 between September 1 and December 31 when we sold in the neighborhood of 37,000 washers which, at \$5.00 each, amounted to an expenditure of \$185,000. In addition to this there was a national appropriation of approximately \$25,000 a month, which made a total of \$285,-000 for the year 1924. In 1925 the output was in the neighborhood of 200,000 washers which, at \$5.00 each, would be \$1,000,000 plus the national appropriation of \$300,000. In 1926 the total expenditure equalled \$2,100,000, ranking The Maytag Company, as nearly as we can find out, the fourth largest newspaper advertiser in the United States.

Household Refrigeration

[CONTINUED FROM PAGE 24]

ing, the more the profit to be realized." A paradox, that! Manufacturers over-estimating the potential market because their horizon is distorted by automobile experience; field salesmen unequal to the task because they are

trained to \$50 items!

Statisticians from the outside, too, have fallen into error. The new refrigeration is thought of as an item for the home. The manufacturers, in their announcements, are careful to report "total number of units sold," which is not, by far, the same thing as "domestic units sold." Bankers' circulars have held to "units," although not taking the pains to break down the total for the information of meadant. totals for the information of readers. As a result of this confusion, published statistics, in most cases if not in all, calmly assume that all units of refrigeration sold mean individual, domestic installations. They do not. Then to proportion the total of units sold against the total of homes in the country (26,000,000), or against the total of homes wired for electricity (14,000,-000), is to multiply the original erroneous assumption.

Three major groups have emerged in marketing this product:

1. Home sales, 2. Commercial sales, including gro-ceries, meat markets, drug stores, cigar stores, ice cream parlors, florists,

3. Mass sales, including apartments,



Entire block fronting Central Park

Advertising Men Find-

superlative comfort, convenience and pleasant surroundings at the Hotel Majestic-favorite stopping-place for traveled people. They know.

Whether alone or with family, the location is ideal-only a step from theatre and shopping districts and a few minutes to all business centers.

With a "front yard" of 843 acres, the big, cheery rooms at the Majestic are exceptionally attractive. The cuisine is un-surpassed, and good music, comfortable lounge and other features combine to make you glad you came.

Try it when next in New York

Majestic Hu RESTAURANTS

Two West 72nd Street Entire block fronting Central Park

Telephone Endicott 1900

NEW YORK

THE HOTEL MAJESTI	C
Central Park West at	72nd Street
New York City Without obligating booklet and information for a party of	me, please send me on as to arrangements people
Name	
Address	Adv. & Selling 7-13-27

FILL IN THIS COUPON CORRECTLY AND GET THE NEXT 26 ISSUES OF A & S

A
9 E · · · 38 · · S · · · · ·
N Y, N. Y.
P E M. S F O Y A. \$3.00
□ S · · · B · · · □ C · · · · A · · · · · ·
$N \cdot \cdot$
C
A

"Knowing the Colleges"

The reputation we have gained for "Knowing the Colleges" comes as much from preventing failures as achieving successes. Some merchandise is not adaptable for college trade. Not everything that is used by students can be profitably advertised in college papers.

However, once we decide that you have a market, and where it lies, nothing is left undone to make your product the first choice of the students.

Ask us anything you want to know about the school or college



Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York 612 North Michigan Ave., Chicago



29 Rich Counties More than a million people

The G. C. O. M. (Great Central The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One pewspaper ... The Contractive Cont

One newspaper . . . The Columbus Dispatch, can give you the key to sales in this fertile terri-

During 1926 The Dispatch carried more agate lines of paid advertising than any other Ohio

rewising than any other Ohio newspaper.

The Dispatch, with a circulation of 113,678, reaches practically all of the worthwhile hones in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.



hotels, office buildings, hospitals and clinics, etc.

H OME sales hold the romance of unit refrigeration. They are the spectacular field. They will, in the end, number many millions. At the present time they are not the whole business of installation; nor do I know of any available data to determine what proportion of the whole they constitute. One man's guess is probably as good as another's.

In order to see the fallacy of believing that "units" equal "domestic installations," consider "hotels." In a single famous city of Southern California in this very year of 1927 there are four relatively new hotels of the fa-miliar resort type. Every suite has a kitchenette, although each of the hotels operates a dining room. According to the personal statement of the district sales manager in a near-by center three of these hotels contained 214 units of the electric refrigerator which he represents "and there are only two others in the city"; while, for another make, the district manager tells me 34 units of his equipment are in service, with "about half a dozen" more in the city (resident population about 5000). This example may be duplicated almost at will.

Hotel installations are a new development, possible with electric refrigeration but not conceived of with ice-boxes. They do not represent individ-ual, domestic units, because they are solely for transient users. They do not displace ice boxes. They do not, what is more, diminish the ice consumption

of the community.

Herein lies one reason why the nation's ice consumption grows, despite the new competitor; which, assuredly, entered first the homes of the iceman's most desirable customers.

For domestic installations the servicing problem continues to be trouble-some. "The ideal hoped for," declares one manufacturer of prominence, "will be obtained by the manufacturer who produces machines constructed with such simplicity and precision that the expense of servicing after installation approaches a minimum." An ideal, that!

Says the state manager of one make:

"High class service men to make the installations constitute one of the big essentials. You can't guess at this thing; it's an engineering question. It must be answered correctly. Look at the simple matter of cooling coils alone. There's a shape and a size for every unit; there's a type of construction to fit every demand; but we've got to know precisely what the need is. A mistake there is a mistake that lasts on into the years."

The matter of "policies and practices after the sale is consummated" is highly important to the manufacturers. more vital to the six leaders than to all others in the field, be their number

fifty or a hundred. The recognized method of distribution, in this industry, is that of local agencies whose franchises are held to be of high value. Upon these agencies falls the burden of servicing. It cuts seriously into their apparently fair sales margin. First thought is that the manufacturer ought to allow longer discounts or give servicing allowances. Demands of this sort char-

acterized the marketing of 1925 and 1926. They have not, of course, disappeared; probably they never will.

These agencies are, essentially, retail dealers. That many of them are departments of public utility companies does not alter this fact. Retailers usually expand their businesses in the "direction of customers": they find other products that can be sold to the same buyers. After developing a customer, the dealer dislikes the idea of not being able to follow through and make another sale as must be the case with refrigeration. This attitude of mind bears on servicing for the reason that when a dealer thinks of servicing in terms of future business, he will demonstrate his interest in the good-will of the customer by rendering prompt and efficient service even if it sometimes entails a loss on a previous

In some such way as this has come a new type of dealer-service, covering refrigerators, oil-burning heaters, electric stoves, laundry equipment, etc. To round out the twelve months of selling, to give even employment to skilled mechanics, the dealer-service retailer has sprung up in every community, either independently or as a department of the utilities. They specialize in the sale—and the installation and servicing-of those appliances which require engineering ability to set up and maintain, leaving over-the-counter devices to other trade channels.

The very term "electrical refrigeration" has now become a misnomer. It is certain to disappear within a sixmonths in favor of some such as "do-mestic refrigeration" or "unit refrig-eration." The announcement of the first gas-refrigerating machine compels the change. At least six concerns are known to be planning on a com-mercial scale the manufacture of "absorption system" equipment as a competitor of the "expansion system" use of gas instead of electricity for Two of these six are also two power. of the six giants of electrical refrigeration.

THE gas-fired refrigerator will enjoy special opportunities where natural gas is available at low rates, the South and Middle West. The electrical equipment will, on the contrary, have a monopoly in all those vast stretches where electricity is cheap and gas not obtainable, as in the eleven states where gas cooking ranges have made greatest headway and in all irrigated districts where the irrigation dam supplies cheap electrical current.

The gas machine has fewer moving parts; its operating costs are low where gas is cheap. It faces difficulties with its water-cooling system, especially in cold weather. Its marketing is apt to tie up with gas-supply corporations much as the electrical refrigerator has allied itself with electric-sup-The consuming public, ply companies. in all probability, is about to listen to rival claims from two groups of sales-

Inasmuch as the gas-fired refrigerators are controlled by interests identical with some of the electrical devices of the same sort, we may rest assured that trade rivalry will not demolish the wonderful good-will of domestic refrigeration. Through their co-operative research, their adopted code of ethics pertaining to advertising claims, and their combined advertising to promote their industry, the manufacturers have won a good-will enjoyed by no other industry. Thus have they insured consumer acceptance so inevitable that the ultimate outcome of the industry is unquestioned.

Dealer Helps

[CONTINUED FROM PAGE 27]

does not prove anything of a general nature and certainly does not lessen the value of the helps in their proper field.

Unquestionably there is too much material being sent the dealers; that is, too much poor material. Also a great deal of it is probably being sent without being requested or without any previous arrangement being made with the dealer for its use. But the good displays, tied up with the national advertising message and the general sales plan, and merchandised with them, are producing results.

In support of this statement the following evidence is submitted. It is part of a survey made last fall under the auspices of the Northwestern Pharma-ceutical Bureau and the Committee on Research of the School of Business of the University of Minnesota. Many questions were examined by the investigators, who called on some 147 average-type drug stores. Among the 19 tables prepared on all phases of the drug business were these two:

Question 10 asked the methods of advertising used by the various druggists:

1. Calendars, almanacs and other favors 137 Mailing list of customers sup-Manufacturers' or jobbers' win-Window displays of druggist's own construction 123

Under table 11 was given the advertising relied on most by the druggist:

Window display of druggist's own construction Local newspaper - druggist's own copy 33 3. Manufacturers' window display 32

Other questionnaires to retailers of the class for whom the dealer helps are designed generally show that great value and reliance is placed on the manufacturer's window and store display material by these retailers.

Where the advertiser also sells to the department stores, specialty shops and other volume outlets, that constitutes another problem which requires a separate decision on the kind and character of the display material to be supplied. Many products will need two sets of displays, as "Facts" ably and convinc-

ingly brings out.

That the department store display executives can help advise the advertiser on the character of these highcost displays no one can doubt. But opinion differs regarding their place in the picture on the production of lithographed, photographed or printed eards, cutouts or other material of a similar character. Again, generalizing on this point has weakened the case.



People buy Tabloid papers For their Photographs!

They'll buy Anything else FromTheir Photographs!

PHOTOGRAPHERS

212 West 48th Street, New York Chickering 3960

—AND SO OUGHT YOU!

ADVERTISING AND SELLING

9 East 38th St., New York City

Please enter my subscription for one year at \$3.00.

Check attached.

Name Position..... Position.....

Company



our reps

Ask

-for information about the dental market; call them up or drop them a line. They never eolor market information for the purpose of securing advertising orders.

ORAL HYGIENE

Every dentist every month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448.

Harrison 8448.

NEW YORK: Stuart M. Stanley, 62 West 45th
St., Vanderblit 3758.

ST. LOUIS: A. D. McKinney, Syndicate Trust
Bidg., Olive 43.

SAN FRANCISCO: Roger A. Johnstone, 155
Montgomery St., Kearny 8086.

Gives You This Service:

- 1. The Standard Advertising Register listing 7,500 national advertisers.
- 2. The Monthly Supplements which keep it up to date.
- 3. The Agency Lists. Names of 1500 advertising agencies, their personnel and accounts of 600 leading agencies.
- The Geographical Index. National advertisers arranged by cities and states.
- 5. Special Bulletins, Latest campaign news, etc.
- Service Bureau. Other information by mail and telegraph.

Write or Phone

National Register Publishing Co. Inc. R. W. Ferrel, Mgr. 15 Moore St. New York City Tel. Bowling Green 7966



A Whale of an Order

A friend of mine has recently taken charge of the sales department of a company which manufactures a certain labor-saving and efficiency-increasing device which can be used by relatively few concerns. He showed it to one of these concerns. The third time he called, he was told that they would give him an order in a week or two. "How many will you want?" he asked. "Oh, ten or twelve thousand," was the reply.

Now, as the device sells for several hundred dollars a unit and as the factory's capacity is limited, he is wondering if he has not worked himself out of a job. It certainly looks

that way.

The incident reminds me of the story of the man who, with no other equipment than a pair of pliers and a bundle of wire, used to make coat-hangers and sell them at county fairs. An acquaintance suggested that he try to interest one of the 5 and 10 cent stores in his device. He selected Woolworth's as his best prospect, called on the purchasing agent of that company, named his very lowest price and was given an order, not for ten thousand, as he hoped, but for ten million. Stunned by the immensity of the order-which meant, to his way of thinking, that he would have to spend the next four hundred years twisting wire, he strolled over to the Hudson river and drowned himself.

The New Ford

A good many men, including myself, believe that Henry Ford is facing the most "difficult" period in his career.

Twenty-five years ago, more or less,

Ford produced a transportation machine which, because of its simplicity and low price, interested the public as has no other. The demand for it made him rich beyond his wildest dreams. But the Ford car of 1926 is essentially the Ford car of 1916. Through mass production, the price has been reduced, but the car itself has not been changed very much.

It is, I think, becoming increasingly evident that the public wants more than low price. If Ford gives it what it wants-distinction and economical

operation as well as low price-he need not worry. If he does not-

The Man Who Really Counts

I have just finished reading Booth Tarkington's "Plutocrat." It is, in a way, an answer to Sinclair Lewis's "Babbitt." And it is a rather satisfactory answer, for it shows that, after all, it is the Doer who really counts. He is, as Tarkington says, the New Roman.

Few Doers, however, are so utterly ingratiating as is Earl Tinker, the Plutocrat of Tarkington's story. Even if he were a rascal and not an honest man, you could hardly help liking him. I give the Doers I have met-and I've met more than a few-credit for being honest, but they are not lovable. They are men of one idea. For which reason, they are bores.

Some years ago, at a dinner party I had as a fellow guest a man who, at that time, was almost as much in the public eye as Lindbergh is today. Outside of the one thing he had done-the thing that had brought him fame-he was a total loss and the most tiresome human being I ever met.

Fashion News From Oklahoma

For the last ten days, a Young Person from Oklahoma has been a houseguest of Mrs. Jamoc and myself. She brought with her only a fair sized traveling bag-about the size I take with me when I make a three days trip to Chicago. But from that bag she produces two or three times a day, a new gown which is as snappy and up-tothe-minute as any that Fifth Avenue offers-at least, that is the way it seems to me. And she powders her nose and arranges her hair as though she had been born on Park Avenue. Her clothes, she tells me, were bought in her home town—a place of less than 4,000, right out in the "cow country."

Really, it's funny. Here is a Young Person who was never east of Oklahoma City in her life. Yet she is as thoroughly in touch with the mode of the moment as if she were the Paris correspondent of Altman's or Wanamaker's. What is more, she knows all about New York's musical comedies and successful plays. "Roxy" and Major Bowes are as well known to her, by name, as they are to New Yorkers. And, to cap the climax, the young man to whom she is engaged, subscribes for and reads the New Republic and the American Mercury. Up-to-date? should say so.

JAMOC.

THESE UNITED STATES

One hundred and fifty-one years ago the thirteen colonies on the Atlantic seaboard declared themselves free and independent. In the same mighty document they declared themselves united. Proudly they proclaimed "The United States of America."

Their union, however, was not so soon made evident as was their freedom.

Union was an ideal toward which they labored with slow progress. Years of rapid physical growth, the immigration of millions of foreigners—these were baffling obstacles to the cementing of a united government. The World War was the last and perhaps the greatest demonstration that the States had really become United.

What had occurred? What agencies had transformed the aspiration of statesmen into a reality? Railway and telephone and telegraph and radio, highways and motor cars, making for free and rapid movement and intercommunication. Schools and a common language spreading common knowledge.

Then a free and untrammeled press—newspapers, magazines, books—going everywhere, into the most congested parts of cities, into little outposts in sparsely settled rural districts, giving everybody, high and low, rich and poor, access to open and free opinion—the true foundation of all right thinking.

This much is clear. On July 4th, 1927, the nation is united, not in opinion but in knowledge. The American people do not all think alike or talk alike. But they think about and talk about the same things everywhere. Their judgments are diverse, but the main facts are available to all alike. They can do their thinking straight if they want to.

¶ It is our belief that The Literary Digest is read by more people who think than any other single medium. For it gives more facts to more people than any other.

The Digest tells no one what to think. It takes no sides; it presents all sides of all questions. It does not offer the romance of fiction, but the romance of actual and recent events in the exciting drama of human affairs.

Thus automatically it excludes from its great group of readers those who do not want to do their own thinking, those who are not interested in the world about them. The Digest can attract and hold only those who are alert and intelligent. To such people our democracy looks for its leadership.

The 1,400,000 Digest families and their kind are in sum the ruling mind of the nation. They are the widely dispersed individuals who are in possession of the same facts, who think and talk and act on the same footing, and who by their influence in their own localities are the active factors in making these United States truly united.

The <u>Jiterary</u> Digest

COMING

The Third Annual Design Number

THE POSTER

ISSUED SEPTEMBER 1st, 1927

Filled to the brim with monotone and color reproductions of the year's best posters collected by our representatives in America and abroad.

AN IMPORTANT PICTURIZATION OF THE YEAR'S PROGRESS IN POSTERS

You can't afford to miss it

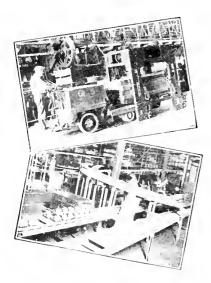
60с а сору

Or included in the yearly subscription price of \$3.00 Canada \$3.25; Foreign \$3.50

THE POSTER

307 South Green Street CHICAGO

"Running Equipment Right Doubles Its Savings"



TNEFFICIENT OPERATION of new equipment often cuts down its savings to half of what is possible. From this new angle George E. Hagemann began a series of articles on material handling economies in our July issue.

No industrial journal has ever published anything comparable to the amount of fact, figure and result information that these articles supply.

Production executives in leading plants throughout the country will use these articles. If you sell industrial equipment you, too, should follow them. We will gladly send you the July issue containing the first installment upon request.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York Member A. B. C.—A. B. P.

Woodbridge Reelected by I. A. A.

Other Elections and Events at Denver Convention

PROBABLY the most significant event of the twenty-third annual convention of the International Advertising Association, in Denver, June 26-29, was the election for the third consecutive term of Charles Kingsley Woodbridge, Detroit, as president of the Association.

Mr. Woodbridge, who also is president of the Electric Refrigeration Corporation, was chosen over Charles C. Younggreen, vice-president and general manager, Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, in one of the most hotly contested elections in the Association's history. His election was generally received as an endorsement of the policies he has followed since he became president of the Association at Houston in May, 1925.

It also signifies the adoption of the "Detroit Plan" of financing the expansion of the Association, presented by the delegation from that city to the convention, and on the strength of which Detroit was chosen as the scene of the 1928 International Advertising Association meeting.

It also was an endorsement of the Bureau of Advertising Research Commission, advocated by Mr. Woodbridge. The bureau will be headed by a director who will be a man high in the ranks of advertising, and will coordinate the work of the various departments of the commission in the interests of more efficient and economic distribution and of a wider public knowledge of the part advertising plays in the economic scheme.

The Research Bureau plan was first introduced at the meeting of the Commission in Baltimore in May, by Mr. Woodbridge and Walter A. Strong of the Chicago Daily News, chairman of the committee on public understanding of advertising. Frederic W. Hume of New York headed the committee which put the plan into concrete form.

new Tork headed the committee which put the plan into concrete form.

Rowe Stewart of the *Philadelphia Record*, and Francis Sisson, Guaranty Trust Co., New York, were reelected secretary and treasurer of the International Advertising Association. Mr. Sisson reported that the Association is now on its feet financially, and in the report read by Dr. Bayless, who presided at the final business session, it was shown by Mr. Stewart that the membership now numbers 20,000.

George M. Burbach, advertising director of the St. Louis Post-Dispatch, was elected chairman of the advertising commission to succeed W. Frank McClure of Albert Frank & Co., Chicago, who retires after twelve years in that capacity. The other new officers of the advertising commission are Merritt Lum of the Shaw-Publications of Chicago, vice-chairman; and E. H. Kittredge of Hornblower & Weeks, Boston, secretary.

These four men—Messrs. Woodbridge, Stewart, Sisson and Burbach—automatically become members of the Association's executive committee. The other five members are Joseph E. Moorhead, Mountain States Telephone &

Telegraph Co., Denver, representing the Board of Club Presidents; Mrs. Bernice Blackwood, secretary Advertising Specialty Association, Chicago, representing the Federation of Women's Advertising Clubs; Lou E. Holland of Kansas City, former president of the International Advertising Association; James C. Auchincloss, president of the National Better Business Bureau, New York, representing that organization; E. T. Meredith, Meredith Publications, Des Moines, lowa, representing Sustaining Members.

Two new potential departments of the advertising commission were launched at the convention. A radio broadcast group held its first meeting there. Frank A. Arnold, director of development, National Broadcasting Co., was actively in charge. An International Rotogravure Association, to develop both the amount of rotogravure advertising and to improve the methods

of reproduction, was also formed. Forty representatives of newspapers in various parts of the United States and Canada were the sponsors of the Rotogravure Association, and elected Walton Holmes and J. H. Alexander, both of the *Denver News*, as temporary president and secretary-treasurer. This association plans to obtain the cooperation of the eighty-five newspapers in North America now publishing roto-gravure sections, and to assist other newspapers in establishing them. After its organization has been effected, the association will apply for membership as a department in the Advertising Commission.

The total convention registration was approximately 1200. It was estimated, however, that more than 3000 visitors from various parts of the United States, Canada and England came to Denver for the convention. Altogether, twenty departments held meetings in conjunction with the international con-

vention.

A. N. A. Appoints Research Council

THE Association of National Advertisers announces a step which is of wide interest and importance to all who are interested in sales and advertising. This is the appointment of the A. N. A. Research Council.

One of the first tangible and specific

activities of the Council will be the study of trading areas—how they should be defined, selected and ana-For this purpose the Council lvzed. expects to cooperate with other organizations that have done or are doing work on this subject in order that a standard method of determining trading areas may be set up. A meeting has already been held with representatives of the Department of Commerce, the A. B. C. and other interests.

The A. N. A. Research Council does

not expect, at least immediately, to undertake any extended individual research, although it is anticipated that if there are important phases of research not covered by other organizations, the Council may undertake such work itself. Its immediate objectives,

however, are several.

It will act as spokesman for the national advertisers. The Council already has a large amount of information per-

Convincing Evidence

Prosperity and Responsiveness

SPRINGFIELD

and the Western Mass. Market

With national advertisers, during the month of April, using decreased space in 81 out of 86 American cities of over 100,000 population there has been in the Springfield (Massachusetts) newspapers

DURING THE PAST FIVE MONTHS

A Steady Gain

Every Month

In National Advertising

1926 1.149.260 *Lines

1927 1.250.326 Lines

Gain 101,066 Lines

During the Same Period Local Advertising Gained 123.942 Lines

Figures from the Daily and Sunday Republican, measurement unit of the Springfield Newspapers

An Ideal Try-Out Territory

Thoroughly Covered by the

Springfield Newspapers

UNION—REPUBLICAN—DAILY NEWS

Net Paid Circulation as of May 31, 1927

DAILY

SUNDAY

132,647

68,871

SINCE the date of our first issue, May 9, 1923, Advertising and Selling has published more than 2000 articles dealing with the important phases of advertising and marketing. These articles have been classified according to their title, author and subject matter respectively, and they together with other sources of information comprise our reference library. Instead of hunting through back numbers for an article in question, you can save time by writing to us; when you are confronted with a problem, let us know, and we will try to give you immediate information on any subject within our scope. In order to enhance the value of this department for you, your inquiries are answered the same day that they are received, thus eliminating all possible delay. Use our reference library for prompt and accurate information. It is always at your service. Address Reference Library, Advertising and Selling, 9 East 38th Street, New York.

pyramid Sales Dortfolio

"—a Wonderful Selling Help"

Westinghouse Electric



Mr. Wolff of the Farm Lighting Division of Westinghouse Electric, recently wrote us a letter using the above quotation. It indicates in a small way their enthusiasm over the Double Visual Pyramuf Sales Portfotho being used to self electrical equipment to farmers. Complete Information and sample on request.

Ask the Man Who Uses One.

Michigan Book Binding Co. Schmidt Power Bldg., Netroit, Mich.
FACTORIES
roit, Mich. Walkerville, Ont.

Detroit, Mich.

The High Cost of Doing Nothing

By L. W. Seeligsberg O. S. Tyson and Company, Inc.

F all high costs, the altitude record Ois held by the cost of doing nothing. Yet that expensive thing, more than any other, is the chief competitor of many an advertised product or service-especially of those used in industry and commerce.

Possibly this theorem requires a diagram. Almost any industry can supply it.

Electric railways, for example, are all stirred up over the economy of scrapping old cars and buying new ones. They were stirred up over it all last year. Yet only 144 roads out of a total number of 759 bought any new rolling stock last year, and thirty-four per cent of all the cars now running

are more than twenty years old.

What was the chief competitor of the car builders? The fact that the traction companies did practically nothing.

I visited a certain kind of mill not long ago. The heat sent into the surrounding atmosphere at that plant is more than equivalent to the power purchased by them for running the works. What are they doing about it? Not a thing, which is the chief competitor of

the power plant equipment makers.
Of all first-class business mail, approximately 93 per cent goes out with adhesive stamps stuck on the envelopes, the old lick-and-stick method invented in 1847. Yet the post office permits responsible concerns to print their own stamps on their envelopes by the metered mail system. Metered mail, requiring neither facing nor cancellation at the post office, arrives at its destination sooner and in better condition.

taining to research which is really desired by the national distributers, and it will be prepared to give counsel on those points to any organization desiring it. The Council is also collecting infor-

mation concerning recent and important research on markets, advertising, circulations, etc. Such research will be evaluated, so that the Council may give reports and authoritative opinions on the large amount of research findings which are being submitted to A.

N. A. members.

The Research Council also expects to work closely with such bodies as the Department of Commerce, American Association of Advertising Agencies, American Newspaper Publishers Association, Audit Bureau of Circulations, etc. By acting as a clearing house representing the national distributers, the Research Council expects to promote coordination of research and avoid wasteful duplication.

The Council membership comprises: Everett R. Smith, The Fuller Brush Company, chairman; Merle Banker Bates, Life Savers, Inc.; S. E. Conybeare, Armstrong Cork Company; Wm. A. Hart, E. I. Du Pont de Nemours & Company, Inc.; Edw. T. Hall, Ralston Purina Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Arthur H. Ogle, A. N. A. secretary; P. L. Thomson, Western Electric Company.



Sweater News Knitted Outerwear Underwear & Hosiery Review Your Consumer Campaign

with Trade Publicity

for Sample Copies address: KNIT GOODS PUBLISHING CORP. 23 Worth Street New York City SKITTLET NO ENTRE MITTERN SERVICE AND ADDRESS OF THE



A.B.P. and A.B.C. Published

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakers owners for 40 years. The fact that over 75 per cent of its readers renow their subscriptions by mail shows they want it.

New York Office 17 E. 42nd St.

431 S. DEARBORN ST. CHICAGO, ILL.

Thousands of New Words

spelled, pronounced, and defined in

WEBSTER'S **NEW INTERNATIONAL** DICTIONARY

The "Supreme Authority"

Here are a few samples:

hot pursuit Red Star Air Council capital ship mud gun mystery ship S. P. boat irredenta aerial cascade Esthonia American Legion Blue Cross girl scout airport cyper crystal detector superheterodyne sippio

shoneen Is this storehouse of informatist serving you? 2700 Pegee 6000 Illustrations 407,000 Words and

Gazetteer and Biographical Dictionary

Get the Best! - Write for a sample page of the New Words, specimen of Regular and India Papers, FREE.

G. & C. MERRIAM CO. Springfield, Mass., U.S.A.

What is business doing about it? With notable exceptions, it is doing nothing -the chief competitor of the metered

mail equipment manufacturer.

Chemists and engineers have revolutionized the industrial alcohol industry, have made the artichoke menace the beet and cane sugar industry, made ice by gas and, Floyd Parsons says, improved phonograph records in the making by tossing a bit of cheese into a Nevertheless, there are probably tank. 12,000 big industrial plants without a research laboratory. What are they research laboratory. What are they doing about it? Doing nothing at a terrible price, instead of investing a little in the brains and equipment widely advertised in technical journals.

Our homes suffer from the same malady; 15,923,060 homes are wired for electricity, 11,176,940 are not. Electricity costs less now than it did before the war. It costs less than doing with-out it. Are the general managers of these homes actively improving the condition? Millions of them are indulging in the expensive luxury of doing nothing about it—and they are paying for it in toil which could be per-formed more cheaply and better by electric washing machines, dishwashers, vacuum cleaners or what have you.

Lest we be accused of hiding behind the nation's petticoats (an ancient phrase, now obsolete) let's step up and explain why we, of the first sex God made, get along personally without the eye-saving "daylight" filters on more of our desk lamps, without more highway lighthouses to mark motoring hazards, without burning so much fuel to melt snow on our roofs, without tropical clothes in tropical weather, and so on ad infinitum. What do we, in the mass, do about it? You have one guess.

Most of us have realized for some time that the competition of the day is the thing that's bought instead of the thing we sell. Automobiles, radio, night clubs, Paris perfumes, eternal salva-tion and the bootlegger all compete with each other and with a lot of other things. But all of them rolled into one do not, in my humble opinion, achieve one-tenth the magnitude of inertia. The tendency of bodies at rest to remain at rest costs more than any other luxury I know. Maybe that's why it's so pop-

A Note on Installment Selling

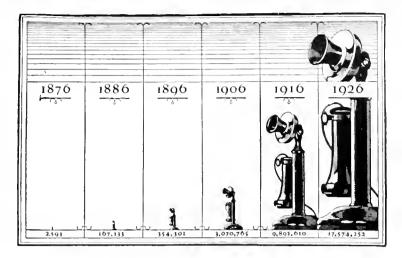
By Norman Krichbaum

HERE is an elusive and deceptive side to this great wave of installment selling that has swept the country. From every quarter we hear the wisdom of this method of doing business seriously arraigned—and from every quarter strenuously defended.

The deceptive thing is the stimulus to business on the one hand and the apparent benefits to the average wageearner and small-salaried purchaser on

the other.

Installment selling has succeeded, say ts proponents, and there's your answer. It has accelerated the growth of practically every manufacturing line



Milestones in National Service

An Advertisement of the American Telephone and Telegraph Company

THERE are twentyfive Bell companies but only one Bell

System—and one Bell aim and ideal, stated by President Walter S. Gifford as:

"A telephone service for this nation, so far as humanly possible free from imperfections, errors or delays, and enabling anyone anywhere at any time to pick up a telephone and talk to anyone else anywhere else in this country, clearly, quickly and at a reasonable cost.

The past year brought the service of the Bell Telephone System measurably nearer that goal. Seven hundred and eighty-one thousand telephones were added to the Systembringing the total number interconnected in and with the Bell to more than

seventeen and a half million. The number of applications

waiting for service, including those in new and outlying sections, was reduced fifty per cent.

A third transcontinental telephone line was completed to the Pacific coast.

The largest number of miles of toll wire for one vear was added to the System—more than 664,000 miles. The average length of time for completing toll calls throughout the System was lowered by thirtyfive seconds.

A seven per cent improvement over the previous year was made in the quality of voice transmission in toll calls. An adjustment was made in long distance rates amounting to a reduction of about \$3,000,000 annually.

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size 514 x 71/2 inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

YOUR MONEY'S WORTH

A Study in the Waste of the Consumer's Dollar

By Stuart Chase and F. J. Schlink

HE advertising man would do well to read this book with some care... The authors have picked the weak spots in the advertising structure with rare shrewdness... Advertising men perusing these pages are due for a jolt or two."

—Advertising and Selling.

"From the advertisers' point of view, there is considerable dynamite in this book . . . The frame of mind with which any reader will turn to the advertising pages (any advertising pages) is not difficult

to imagine, and not particularly reassuring either."
—Sales Management.

This book is reaching some 200,000 intelligent consumers, to whom you are also addressing your message. Can you afford to ignore it?

Price \$2.00 at any bookstore.

The Macmillan Co. · · New York

\$ssssssssss**\$**

IT'S LIKELY TO HAPPEN TO YOU ANY DAY

An esteemed friend is going to ask, "Did you read the article, 'So and So,' in the current issue of Advertising and Selling?" and you will have to answer, "No."

Oh, yes, you see each issue at the office, you glance thru it, you notice the attractive pages and the enticing titles but there are other executives on the route list and you must pass the copy along.

The only relief is a personal copy.

ADVERTISING and SELLING 9 East 38th St., New York
Please enter my subscription for one year (26 issues) at \$3.00 and send bill.
Name Position
Company
Address
City State

for which it serves as an outlet. And it has made it unmeasurably easier for most purchasers to get the things which contribute to their comfort and contentment.

We may dispose of the argument that installment methods have engendered business by admitting it at once.

But there is a false note in that pæan of praise, too. Financiers, economists, and students of business conditions will tell you that the installment system is on the whole successful when times are prosperous, but that it goes wobbly in periods of depression. Is business which cannot weather dull'times sound business?

Installment selling, as Col. Leonard Ayres recently pointed out, undoubtedly was hatched from the egg about the time of the advent of the domestic sewing machine. It spread thence to furniture and pianos, which have been for years customarily bought on this basis. Lately, however, it has fledged its wings and been applied to a host of commodities of a very wide range. Now in the case of certain purchases, terms calling for protracted payment seem warranted in the circumstances. Anything comparable to real estate, or insurance, or investments, or goods not readily perishable or easily made away with, such as automobiles, most home fittings and appliances, radios, and books, are sold on partial payments, after credit investigation, with reasonable safety. But when the idea is applied in wholesale fashion to such products as tires, clothing, jewelry, etc., the element of safety is much impaired.

RETAILERS, of course, must give credit such as a bank would refuse. But are retailers warranted in giving credit where, from a "strictly business" standpoint, the article in question, if it had to be replevined, would be worth only a fraction of the unpaid balance?

Let's take the other side of the thing—the purchaser's side.

Installment buying, if it's good economics, depends for its safety on the judgment of the average citizen, not as to how much he should buy, but as to how much he can pay for. Isn't it a matter of record in the book of human expression that his purchasing gusto often does outrun his earning ability? Is he familiar enough with general business signs and weathercocks to purchase only on the basis of assured future income?

If you sell him something on which you can take a chattel mortgage, and get your money before he partly or mostly uses up the commodity, well and good. If you sell him something which is perishable, or dependent for its value on style changes, or rapid in depreciation, you're on thin ice. Your mortgage is on that man's future income.

One other economic phase of install ment buying, from the buyer's stand point, cannot be overlooked. That is the fact that it runs up prices. There is hardly anything sold that cannot be bought more cheaply for cash than or

credit. And, unfortunately, the man whose credit is comparable to Caesar's wife is the quickest to see and act on this fact.

Installment buying is a means of borrowing money—or wealth, which is the same thing. Lending money conservatively is business. Lending money promiseuously is philanthropy. How many merchants, or credit houses for financing, stop to chew their cud on this morsel of kindergarten economics?

We all hope that the heavy wave of installment business will not leave a back-wash of "stalled" business. For in that case even men running conservative credit enterprises will be likely to heed Omar Khayyam's precept—"take the cash and let the credit go."

Does National Advertising Help Me Sell?

A Salesman Answers His Own Question

BILL JONES, go-getter salesman, asked himself that question. The answer, of course, depended upon himself—upon the spirit and calibre of one Bill Jones.

Did he know how to use help when it was offered? Did he conscientiously study advertising in general and that of his company in particular? Was he proud to be working for a concern which advertises nationally and whose name is on the lips of millions?

Bill gave a hearty "yes" to these questions.

"And just to show you," exclaimed Bill, "I'll tell you what I think of the firm's advertising. It makes consumers recognize us and our products. It makes them want our goods. It goes ahead and introduces me to the trade. When I enter a dealer's store, he knows me because he knows my company and its products. The elerks know me, respect me, look up to me. This recognition shortens the time required in making a sale, in getting the dealer's order.

"It helps me get the attention and interest of clerks in pushing our line. It furnishes many talking points which I can pass along to the boys to use in their selling.

"The retailer sees our advertising. He has ealls for our goods. He is convinced that the advertising is working. He realizes that advertised merchandise can be sold at a smaller selling cost than unadvertised goods. His resistance to buying my wares is reduced. His spirit of cooperation is increased. I have a better chance to sell goods at a profit to both myself and to the company.

"The firm is going big in the national magazines. It feels a great responsibility to consumers, to retailers and to salesmen. The claims about our prganization, our methods, our policies, and our products, made in advertising,

ROYAL HOSPITALITY IN THE QUEEN CITY



AT FOUNTAIN SQUARE—CINCINNATI

Cincinnati's Largest Hotel

THOROUGHLY modern, the Hotel Gibson faithfully keeps alive the best traditions of Cincinnati's hospitality. Guests are well cared for in the most modern manner.

The Florentine Room is America's most beautiful dining room. Here amid sumptuous surroundings the leaders of Cincinnati's business and social life dine daily. Delightful music is offered at luncheon and dinner daily. The atmosphere of the Florentine Room is one of beauty and harmony.

The Coffee Shop serves the best of food at popular prices. A la carte and table d'hote service.

1000 ROOMS

HOTEL GIBSON

RALPH HITZ Manager

SELLING TALK	t Lots of Space	Your Signature
SE	Just L	
07	Ju	for

ADVERTISING AND SELLING

9 East 38th Street, New York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill.

Name...... Position.....

City..... State.....



Rate for advertisements inserted in this department is \$3.00 per inch.
Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Position Wanted

ADVERTISING MANAGER of bank magazine with exceptional record as salesman and copywriter desires a position with larger company or one offering greater opportunities. Age 26, college education, honest, industrious and willing to work until MIDNIGHT for the right company. Address Box 470, Advertising and Selling, 9 East 38th St., New York, N. Y.

Are You the One?

Somewhere there is a live wire advertising agency or business concern which needs a good advertising man—experienced, sincere, loyal and

The above organization has employed "good" en before—men with "years of experience," men before—men with "years of experience," but these men have always been just average men—similar to the case of the woman who thought she bought a comfortable pillow, but it was filled with feathers that grew on the wrong

The concern which needs this man will write to Box 471, Advertising and Selling. Forthcoming correspondence will bring about a beneficial acquaintance.

Digging up plenty of facts and ideas about the business, to keep salesmen and customers interested—and sometimes to get them enthusiastic—has been one big part of my present job. I have disseminated the facts and ideas through a "house organ" prepared from stem to stern by me. My job also includes preparation and supervision of sales literature and advertising.

I wish now to connect with an organization, preferably in or near Philadelphia, where my experience and qualifications would be attractive. Address Box 469, Advertising and Selling, 9 East 38th St., New York, N. Y.

ADVERTISING SALESMAN

ADVERTISING SALESMAN with a downtown office in Chicago wants a live publication to represent in the Middle West. Over twenty years' metropolitan newspaper and trade paper experience. If you want a man who is a builder of profitable business, write me. My record will bear a strict investigation. Address Box 458. Advertising & Selling, 9 East 38th St., New York, N. Y.

WANT ATLANTA — SOUTHERN REPRE-SENTATION?

Executive desires permanent connection with manufacturer or publisher seeking more business South. Twelve years' experience as salesman, district sales organizer, advertising manager, trade joinnal editor; also agency contact—research work. Married; 33; references. Address District Manager, Box 1571-A, Atlanta, Ga.

Help Wanted

PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 405, Advertising and Selling, 9 East 38th St., New York City.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

Press Clippings

BUFFALO CLIPPING BUREAUS offer reliable National or regional newspaper reading service. Branch Bureaus Everywhere. General offices, One Terrace, Buffalo, N. Y.

For Sale

For Sale: A complete set of Bound Volumes of Printers' Ink Weekly from October 3, 1918, to September 28, 1922, in good condition. Volume numbers 105 to 120. Price for sixteen volumes \$30.00. Box 456, Advertising and Selling, 9 East 38th St., New York City.

For sale—Bound Volumes (5) of Printers' Ink Monthly from December, 1919, to May, 1922. In perfect condition. Price for the set, \$15.00. Box 404. Advertising and Selling, 9 East 38th St., New York City.

Direct Mail Service

Productive Sales Literature. Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house, \$3.50 per thousand. Address the Egyptian Exchange, Barclay, Fairfield, Illinois. Address the field, Illinois.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising Use a binder to pless for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

must and will be met. Every item sold, every repeat order taken, must maintain the qualities claimed. We are all on our toes to keep faith with the public. We have greater confidence that the claims will be met than if the firm had not proclaimed them to the millions through publications of the highest integrity and repute. We are very proud to work for such a concern

"Yes, national advertising, ordinated with sound and timely sales policies, helps me and the other boys sell more goods on each trip, pile up larger total yearly sales and make increased incomes; it aids us in maintaining a higher average of sales during seasonal and cyclical changes; makes it unnecessary for us to rely entirely upon our own selling efforts. We are not at the mercy of competition and trade conditions to the same degree as the fellows who carry an unknown, unadvertised line.

"Salesmen who sell an advertised line have a big opportunity. If they will study the firm's advertising, analyze it, talk it, use it, they will go over the top quicker, easier and stronger."

From The Day's Work, published by The Procter & Collier Company, Cincinnati.

Copy Notes Induced by Twenty-five Miles

By Henry Eckhardt

THE other day I motored twentyfive miles.

Ahead of me, for a short time at least, was a car with one of those bulls-eye tire-covers on its rear end. The cover bore, in red letters, the legend: "The Great Willys-Knight."

No sooner had the Willys-Knight been passed than hove into view a billboard which proclaimed: Greater Oakland."

Just to spite the billboard both the Willys-Knight and I passed several Oaklands.

Soon we were speeding on a main road. On a display room window was "Marmon this very positive lettering —It's a great automobile."

A few miles further on was another billboard. This time it was Hudson tuning in. It proclaimed "Greater Gasoline Mileage."

Then Buick settled it all with: "The greatest Buick ever built."

The record of great, greater, greatest is probably not complete. As I said, the ride lasted only twenty-five

One's first impulse is to accuse the automobile people of a decided lack of originality. One's second impulse is to wonder how the automobile world became obsessed by this "great" complex. One's third impulse is to pity the poor public which is trying to discover what all these "greats" mean, if they mean anything at all.

Looking further, isn't this weakness of automobile advertising the weakness

CANADA" "GIBBONS knows CA

J. J. Gibbons Limited, Advertising Agents

MONTREAL

TORONTO

of a great deal of advertising? Many advertisers today set great store by a certain standardized pattern, and think that they thereby invoke a certain irresistible magic. They love in particular, certain standardized adjectives and trot them forth every time they want to be impressive, positive and superlative. They think that somehow these adjectives have a meaning for them that they don't have for anybody else.

After all, it isn't how much we say, but how much the public believes. If advertising hopes to gain more and more public confidence, let it aim at fewer and fresher adjectives; let it cultivate the twin arts of repression and exactitude. Let it put simple facts in a simple way.

Gosch Succeeds Kendall As President of Creo-Dipt Company

H. P. Kendall, Jr., has retired from the presidency of the Creo-Dipt Company, of North Tonawanda, N. Y., manufacturers of Creo-Dipt Stained Shingles, his stock having been purchased by the company. The former management will continue under H. E. Gosch, as president, J. D. Giles and H. P. Kendall, Sr., as vice-presidents, and W. W. Faulkner, as secretary and treasurer.

Mr. Gosch was the founder of the business when it started in 1909 and has heretofore been Chairman of the Board. Mr. Giles has been in charge of the company's sales for twelve

years.

The Board of Directors will continue with the former personnel of Messrs. Gosch, Giles, Kendall, Sr., and Faulkner, with the new addition of William H. Means, who for many years has served as the company's legal counsel. George Monroe, Jr., will continue in charge of advertising.

Mr. Kendall, Jr., will leave shortly for an extended trip in Europe and will defer any future business plans until his return some time in the fall

of this year.

Benson & Gamble and Johnson, Read & Company Merge

Two of Chicago's long established advertising agencies, Benson & Gamble, and Johnson, Read & Company, have consolidated. The new company is to be known as Benson, Gamble, Johnson & Read and will be located in the Adams-Franklin Building, 222 Adams Street.

The men who head the consolidation are John Benson, a past president of the American Association of Advertising Agencies; Thomas S. Gamble, Carl P. Johnson and George H. Read. Arthur T. Lewis is the head of the department of plans and copy. Carl H. Kenkins is space buyer and Marshall W. Hill has charge of the department of mechanical production.

Advertisers' Index

6	9
[a]	[<i>j</i>]
Advertising and Selling 8	Jewish Daily Forward 60
Ajax Photo Print Co	[L .]
All Fiction Field	[k]
American Press Ass'n 9	Kansas City Star
American Printer	Kimberly Clark Co Insert bet, 74-75 Knit Goods Pub. Co
Apeda Studio 79	
Architectural Record	[l]
[b]	Lennen & Mitchell, Inc. 43 Literary Digest 81
Baker's Helper 84	[m]
Baker's Weekly 60	
Barton, Durstine & Osborne, Inc	Majestic Hotel
Boot and Shoe Recorder 60	McCann Co., II. K
Boston Globe	McGraw-Hill Book Co., Inc. 66 MacMillan Co. 86
brooklyn Dany Times	Magazine of Wall Street
[c]	Manufacturing Industries
	Market Place 88
Cantine Co., Martin	Merriam Co., G. &. C
Chicago Daily NewsInside Front Cover	Molloy Co., David J
Chicago Tribune	Myers & Golden 11
City of Atlanta 97	$\lceil n \rceil$
Colliers' Magazine	
Columbus Dispatch 78	National Graphic Arts Exposition, Inc. 15 National Petroleum News, Back Cover
Commerce Photo-Print Corp	National Register Publishing Co., Inc., 80
Growert Lubrishing Co	New Yorker .68-69 New York Daily News .93
[d]	New York Sun 65
Dairymen's League News	New York Times
Dallas Morning News	
Denne & Co., Ltd., A. J	[o]
Capital 73	Oral Hygiene 80
Detroit Free Press,Inside Back Cover	Oregon Journal
Detroit News	
Diamant Typographic Service, E. M 67	$\lfloor p \rfloor$
Dill & Collins	Perfect Rubber Co 81
5 3	Poster
[e]	Providence Journal
Economist Group	[]
Evans-Winter-Hebb, Inc	[<i>r</i>]
	Richards Co., Inc., Joseph
[f]	
Farmer 61	[8]
Federal Advertising Agency 35	Scripps-Howard Newspapers 59
[g]	Schaefer Co., John 54 Selling Aid 50
4314 11 3	Shrine Magazine
Gibson Hotel 87 Gibbon, Ltd., J. J. 88	Simmons Boardman Co. 33 Smart Set 71
Gotham Photo Engraving Co 14	Springfield Newspapers
$\lceil h \rceil$	Starchroom Laundry Journal 54
	$\lceil u \rceil$
Hardware Age	United Publishers Gorp56-57
$\lceil i \rceil$	
Igelstroem Co., John	[w]
Indianapolis Daily Star	Webb Publishing Co 61
Indianapolis News	West Virginia Pulp & Paper Co. Insert bet, 82-83
	THE IT DIT. 02-03



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference Se The Editor will be glad to receive items of news for inclusion in this department & Address Advertising AND SELLING, Number Nine East Thirty-eighth Street, New York City



	CHANGES IN PERSONNEL	_(Advertisers, etc.)	
Na me	Former Company and Position	Now Associated With	Position
H. P. Kendall, Jr H. E. Gosch	. Creo-Dipt Co., No. Tonawanda, N. Y., Pres . Creo-Dipt Co., No. Tonawanda, N. Y., Cha	Same Company	Pres.
	. Creo-Dipt Co., No. Tonawanda, N. 1., In Charlof Sales	Same Company	Vice-Pres.
Charles G. Vogel	The Joseph & Feiss Co., Cleveland, Merchan-	Same Company	Sales Manager
	Westinghouse Electric & Mig. Co., Pub. Mg. Pittsburgh Branch	gr., Quigley Furnace Speci- ties Co	al-
	. The Eugene McGunkin Co., Philadelphia, Mgr. Merchandising Dept	Globe Ticket Co., Philadelphia	Sales Dept.
	Good Housekeeping, New York, New York State Rep	Elgin A. Simmonds Co. Syracuse, N. Y	Sales Executive
Donald Ross	Federal Water Service Corp., New York, See	c'y.Splitdorf-Bethlehem El trical Co., Newark, N. off Minneapolis Paper Co.	ec- J., Vice-Pres. Adv. Mgr.
F. F. Hickey	Bureau of Engraving, Minneapolis, Sales St Savage Arms Corp., Utica, N. Y., Ass't to V Pres.	Same Company	Gen. Mgr.
	The Celluloid Co., Newark, N. J., Vice-Free Charge of Sales	New Jersey Zinc Co., New York	Gen. Sales Mgr.
C. C. Leininger	The Mennen Co., Newark, N. J., Sales Mgr.	Cleveland	Gen. Sales Agent
	Gold Bond Saving Stamp Co., Dallas, Tex., Vice-Pres. & Dur.	Kansas City, Mo	Co., Sales Mgr.
J. W. Wilder	John Watson Wilder, Chicago	Thompson Ross & Co Chicago	"Vice-Pres. in Charge of Adv.
H. J. Henderson	Ford Motor Co., Detroit, Sales Mgr. Lincol Div	n Fisher Body Corp., De	-
	Div	troit	
	Belding-Hall Electric Corp., Belding, Mich Ass't Adv. Mgr	es	Adv. & Sales Pro. Mgr.
David Lampe	Lansburgh & Bro., Washington, D. C., Sale Pro. Mgr.	Resigned	Pa Ass't Sales Mgr.
J. A. Morris	Auto Trucking Agey., New York	ton,	
	N. 1	Boston Branch	Vice-Pres. & Gen. Mgr.
G. R. Fessenden .	North East Electric Co., Rochester, N. Y., Dir	PubCarpenter-Goldman oratories, Long Is City, N. Y	Lab- sland Gen. Mgr.
W. R. Greenwood	The Postage Meter Co., Stamford, Conn., Mgr. in Charge of Field Operations	G 1	
	CHANGES IN PERSON	NEL—(Agencies, etc.)	
	Former Company and Position	Now Associated With	Position
Name	Willys-Overland Co., Toledo, Ohio, Adv. M	tor John Ring Jr., Adv	. Co., Copy Chief
John G. Keelan .	Irwin, Keelan & Sterck, Inc., Pittsburgh,	Inc., St. Louis PaMcAdam-Knapp Adv Corp., Wheeling, W. V	Member of Staff
E. D. Hallock	Ruthrauff & Ryan, New York	The Green & Van Sa Co Baltimore	nt Copy

E. D. Hallock......Ruthrauff & Ryan, New York.....

.The Green & Van Sant Co., BaltimoreCopy

Continued National Leadership

THE NEW YORK TIMES maintained in June its supremacy over all other New York newspapers, morning and evening, in total volume of national advertising. It published 635,228 agate lines, 114,746 lines more than any other newspaper, and 79,880 lines over its own record for June of 1926.

In daily editions alone, The Times leadership over another morning newspaper is indicated by the following:

	JUNE, 1927 GAIN OVER 19		
The New York Times	Agate Lines 352,538	1,686	
Second Newspaper	322,372	9,012	
Times Excess	30,166	42,674	

In the six months of this year The Times published a total volume of national advertising of 3.474.233 agate lines, 521.782 lines more than any other New York newspaper.

The total of all advertising published in The Times in six months this year was 14.954.094 agate lines, an excess over any other newspaper of 5.298.400 lines.

The Times censorship keeps its advertising columns at a high level and excludes hundreds of autouncements that The Times does not deem advisable to place before its readers.

The New York Times



Advertising • The NEWS DIGEST • Issue of July 13, 1927



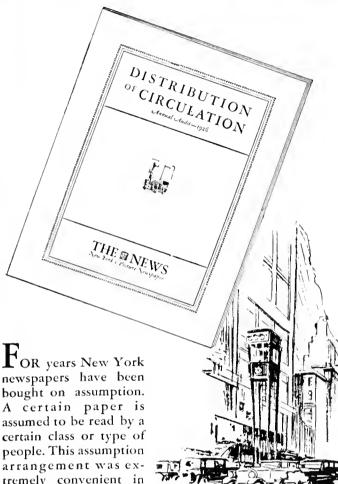
CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Robert H. Dippy	Robert H. Dippy, Philadelphia, Pres	. May & Dippy, Inc., Phil- adelphia	
Ellis J. Finch	L. J. Finch Adv. Agey., Inc., New York	-	
S. A. Merrian	Wood, Putnam & Wood Co., Inc., Boston		
Thomas Burkett	Ferry-Hanly Adv. Co., Inc., Kansas City, Mo.		
J. A. Housman	Erwin Wasey & Co., Chicago	City	
4 35 1	CI O D A L A L Clastilla W	Inc., Chicago	. Prod. Mgr.
A. Medes	Strang & Prosser Adv. Agency, Seattle, Was	vice, Seattle	. Mgr.
John Doorty	William Hengerer Co., Buffalo, N. Y	Barton, Durstine & Osborn, Inc., Buffalo	. Member of the Staff
Thomas Erwin	J. Walter Thompson Co., Chicago, Art Dir	. Frank Seaman, Inc., Nev York	
E. W. Plumer	Floing-Plumer, Inc., New York, Vice-Pres. &	D 1 1	
	Treas	Resigned	
H. B. Pickering	Robert E. Ramsey Organization, New York, Vice-Pres	Wood Adv Inc New	
		York	. Vice-Pres.
*Lloyd Maxwell	Williams & Cunnyngham, Chicago, Pres		
		York	. Vice-Pres.
I. J. Greene	Chelsea Exchange Bank, New York, Vice-Pres	Wood Adv., Inc., New	~
		York	. Sec'y-Treas.

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
	. Birmington News and Age-Herald, Adv. StaffNational Paving Brick Mfrs. Assn., Cleveland, Sec'y Mgr	, McGraw-Hill Publishing	7
E. H. Miller	.Chilton Class Journal Co., Chicago Service Dept	. Same Company, Philade	e] -
E. R. Gray	.Capital, Des Moines, Iowa, Adv. Dir	ohio State Journal, Columbus	-
Ethel Kelly	. New York Evening Post	.The Bookman, New Yor .The Bookman, New Yor .Electrical Merchandisin	rk. Business Mgr. rk. Adv. Mgr. g
H. M. Snow	H. S. Howland Adv. Agcy., New York	and Radio Retailing, N York	Art Dir. ca-
	The Century Co., New York	.Same Company	Adv. Dir.
J. G. Meilink	Cleveland Press, Nat'l Adv. Mgr	.Same Company	Adv. Mgr.
W. W. Hawkins	Mgr	.Same Company	Ass't Chairman of the Board
	Scripps-Howard Newspapers, Pres. Central Group		
	.The Cleveland Press, Business Mgr	papers	
Charles B. Hull	.Outdoor Recreation, Chicago	Hunting & Fishing.	Western Mgr., Chicago
	The Register and Tribune-Capital, Des Moine Ass't Adv. Mgr.	. Same Company	_
	The Register and Tribune-Capital, Des Moines. The Register and Tribune-Capital, Des Moines Nat'l Adv. Mgr.	S,	

^{*}Mr. Maxwell continues his association with Williams & Cunnyngham.



Definite! not diffident

From these books we make an annual dis-

423,038

250,400

copies

606%

families

130,018 families

398287

amilie

000 10 3.999

235,345

copies

59.8%

families

343,221

245,592

716%

tribution audit of city circulation. The 1926 audit is now ready, issued in booklet form ? It is available to any advertiser interested enough to ask for it. News circulation, Daily and Sunday, is distributed by New York survey districts. Population, number of families, average annual family expenditures of these districts are known. Our audit allocates our paper's sales, shows where they go, to whom they go; proportion of coverage; and coverage by

expenditure groups. Percentages of population and circulation by districts are charted.

For instance the tables will show you that Central Park West, Manhattan District 13, has 23,457 families, with an average expenditure of \$10,199 per family, a Daily sale of 11,329 copies, and a Sunday sale of 7,392 copies of The News; and so on for all districts in four boroughs. This audit also shows how much of any income group News circulation covers. It exposes the population and buying power of the market, the quantity and quality of News circulation.

JIVEN an intelligent understanding of the market, and advertising space in The News, you have all you need for selling New York & Without obligation, follow up, liability to solicitation or personal persuasion; for your own information and a better understanding and appreciation of the New York market—may we send you this book? Business letterhead preferred.

tremely convenient in space buying, even if it

wasn't true! And for years, New York newspapers were sold by the attractiveness of the impression, and the persistence with which the publisher stuck

On the other hand, for some years newspapers in other cities have been analyzing, classifying and localizing their circulation, giving the figures a local habitation and a name. But because most newspapers in New York are bought from newsstands, instead of from carriers or by subscription, New York circulations escaped analysis. New York publishers were charmingly diffident as to where and to whom their papers went.

In the morning field, the publisher printed so many copies, sold them in bulk to jobbers or distributors, didn't know and sometimes didn't care where the papers went. True enough, the ABC defines city circulation and suburban circulation; but "city" meant six million people and "suburban" included three million. The situation allowed considerable imaginative enterprise.

More than five years ago The News established its own independent distribution, serving directly 15,000 newsdealers in the Metropolitan district. Their names and orders are on our books; our representatives call on them at least once a day; we pack, ship, deliver and collect for their orders.



Tribune Tower, Chicago 25 Park Place, New York



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 13, 1927



CHANGES IN PERSONNEL—(Media, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Leslie L. Rood	. Scripps-Howard Newspapers, New York	.Brooklyn Daily Times, Brooklyn, N. Y	Adv. Mgr.
F. G. Beach	. Democrat & Chronicle, Rochester, N. Y., Adv. Mgr.	.Same Company	Ass't to Publisher
F. E. Hussey	Democrat & Chronicle, Rochester, N. Y., Ass't Adv. Mgr	.Same Company	Adv. Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
Fels & Co		.Balkite Battery Charg ers and B Batter	ş-
Maryland Glass Corp Chamber of Commerce		.Glass	Canada . The Green & Van Sant Co., Baltimore
The Washington School of Art, The Washington School of Car tooning and the Washington		ing	.The Green & Van Sant Co., Baltimore
Show Card School T. R. Goodlatte & Sons, Inc		Schools	.The Green & Van Sant Co., Baltimore
	· ·	Covering	. Joseph E. Hanson Co., Newark, N. J. . Wood Advertising, Inc., New York,
Arthur H. Ballard, Inc	Orange, N. J.	. Ballard Junior Oil Burner	and Williams & Cunnyngham, Chicago . Joseph E. Hanson Co., Newark, N. J.
The Boncilla Laroratories Dodd, Mead & Co., Inc		Toilet Requisites International Encyclo	.The Dorland Agcy., New York
The Tropical Paint & Oil Co The Institute of American Mea			.N. W. Ayer & Son, New York .The Griswold-Eshelman Co., Cleveland
Packers	Chicago		
The Electrical esearch Labora- tories			
York			.Barton, Durstine & Osborn, Inc., New York (Effective Jan. 1, 1928)
C. H. Wheeler Mfg. Co	Philadelphia	Condensers, Pumps, Etc	.McLain-Simpers Organization, Philadelphia
The E. N. Products Corp	New York	Automotive Equip-	. Hurja-Johnson-Huwen, Inc., Chicago
Columbia Ice & Ice Cream Co Karboat Mfg. Co	Chicago	Portable Folding	. Harrison J. Cowan, New York . Turner-Wagener Co., Chicago
		Lake Vessels	. Hurja-Johnson, Huwen, Inc., Chicago . The Maxton R. Davies Co., Cleveland . The Bayless-Kerr Co., Cleveland

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

^{*}Not to be confused with the United States advertising which is handled by the John H. Dunham Company, Chicago.

TYPICAL SUBSCRIBERS to The American Printer

The Wm. F. Fell Co., Philadelphia



A portion or the office of the Wm. F. Fell Co., the well known Philadelphia printing business established half a century ago_

Says J. Howard Fell:

"There is no question about THE AMERICAN PRINTER being read by everyone in our office and our executives in the plant. To insure this immediately upon receipt of the magazine, we paste a routing slip on the first page containing the names of everyone whom we wish to read THE AMERICAN PRINTER and as each person finishes, his name is crossed out and it automatically goes to the next on the list.

"I also am pleased with the makeup of the paper, which is very attractive, and the way your headings and subject matter is handled makes it very easy to read and refer to."



Every subscription on THE AMERICAN PRINTER list counts big in its value to advertisers. Much of the circulation is printshop circulation and THE AMERICAN PRINTER is read by those who buy machinery, paper, devices and supplies of all kinds. Advertisers should arrange now to take advantage of the September Printing Exposition and Craftsmen Number of THE AMERICAN PRINTER, to announce new models, devices and papers. These annual inspirational feature numbers are internationally famous.

The American Printer, Inc. Telephone 9 East Thirty-Eighth Street, New York

CHICAGO: Peoples Gas Bldg. Telephone Wabash 4000 CLEVELAND: 405 Swetland Bldg.
Telephone Superior 1817



William R. Robinson & Co., New York Adv.

Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 13, 1927



NEW PUBLICATIONS

Name	Published by	Address	First Issue	Issuance	Page Type Size
The Car Card		220 West 42d St., New York	.July	Monthly	9½ x 7

PUBLICATION CHANGES AND APPOINTMENTS

	Has been organized at New York by Edward Lyman Bill, Inc. The following publications comprise this organization: Music Trade Review, Talking Machine World, Carpet and Rug News, and Tires. The control of these publications is under the Edward Lyman Bill organization and their management will remain unchanged.
The Philadelphia Public Ledger and The Illustrated Sun	Have appointed Carroll J. Swan, Boston, as New England representative.
	Has appointed the Geo. B. David Co., New York and Chicago, as its national advertising representative.
	Appoints Rhodes & Leisenring Co., New York and Chicago, as its national advertising representative.
	Has appointed Blanchard, Nichols, Coleman, Atlanta, as its southern advertising representatives.
Constitution, Atlanta	Has been sold by Clark Howell to Luke Lea and Rogers Caldwell.
Tri-Cities Daily, Sheffield, Ala	Has been purchased by Frederick I. Thompson and J. L. Meeks.
Exponent and Telegram, Clarksburg,	
	Have been merged. A new publishing company, the Clarksburg Publishing Company, has been formed and has acquired the assets and good will of the two papers.

MISCELLANEOUS

The Judge Publishing Co., New York..... Has purchased the right to operate the advertising department of Judge magazine from E. R. Crowe & Co., Inc.

Johnson, Read & Co., Inc., Chicago..... ... Has consolidated with Benson & Gamble, Chicago... These two advertising

agencies will now be known as Benson, Gamble, Johnson & Read.

Agey
Bankers' Publishing Co., Toledo, Ohio Name changed to The Reeves Adv. Co., Inc.
Floing-Plumer, Inc., New York advertising
art service
The World Wide Adv. Corp., New YorkHas absorbed the business formerly handled by L. J. Finch Adv. Agey., Inc., New York.
May Advertising, Inc., and Robert H. Dippy, Philadelphia advertising agencies. Have merged. The business will be conducted under the name of May &

Dippy, Inc.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
The Petroleum Register	. Publication	40 Rector St., New York	.239 West 39th St., New York
Johnson, Read & Co., Inc	.Advertising	202 South State St., Chicago	.222 West Adams St., Chicago
Benson & Gamble	.Advertising	7 South Dearborn St., Chicago	.222 West Adams St., Chicago

When volume stays up but profits come down —investigate Atlanta



WHEN slipping prices demand cuts in production costs which are impossible in your present location, it's time to find out what location in the Atlanta Industrial Area can do to bring dividends despite this situation.

Atlanta is the center of distribution for America's fastest growing market. The South is increasingly prosperous. Diverse industry, diversified agriculture, have created a resilient and soundly based region where once was utter dependence upon a single crop.

Production in the Atlanta Industrial Area is unusually profitable because of fundamental economies. Eager Anglo-Saxon workers offer tremendous savings because of their efficiency. Raw materials are plentiful at low prices, and within easy haul. Power rates compare with the

lowest in the country. Taxes are low. Building costs run from 20% to 35% under those in other sections. The list is long, the savings are important.

National conditions are such that production as well as distribution must be decentralized. Quick deliveries. Real cooperation with the trade. Service such as has never before been necessary. And if you are to get all the volume that awaits you in the South, you need a branch in Atlanta.

The Atlanta Industrial Bureau is organized to prove the point. Without charge or obligation, a careful and complete survey will be made, showing all factors as they relate to your business. All correspondence will be held strictly confidential, and all data will be thoroughly authenticated.



Write INDUSTRIAL BUREAU
145 Chamber of Commerce



Send for this Booklet

The actual experiences of nationally-known concerns in Atlanta, and a thoughtful review of this city's many vital advantages as an industrial location. Sent free.

GREATEST WoRLD'S

President of

CALUMET BAKING POWDER

COMPANY says-

"OUR SALES HAVE

INCREASED 325% IN 8 YEARS

IN ZONE 7

WE RELY CHIEFLY ON

THE CHICAGO TRIBUNE"

XIE attribute our success," writes Warren Wright, President of Calumet Baking Powder Company, "to the fact that the Calu-Baking Powder Company procures its distribution and sales through tested methods. We employ newspaper advertising almost exclusively. We use more space in The Tribune and in the Chicago market because of its ability to return greater results."

Calumet started to use The Tribune in 1919. Since then they have run 176,872 lines of advertising — an average of 22,109 lines each year for the last eight years. More lines and more dollars than they used in any other publication in the world.

In the Chicago Territory, Calumet sales went from a base of 100 in 1919 to 425 in 1926, an increase of 325%, greatly exceeding the increase shownthroughout the rest of the United States. lπ Chicago, during the last five vears, Calumet placed 26.2% of its lineage and 36.8% of its advertising dollars in one great medium-The Chicago Tribune. Sueli was Calumet's

indgment—and it clicked!

Tribune printed The during 1926 more linein classifications appealing to women women's apparel, houseutilities, toilet hold preparations and children's clothing — than any other Chicago news-



th will interest you to know that the returns from our 1926 fribune campaigns have been very gratifying. Sales of Calumet Baking Powder in The Chicago Forritory in 1926 were double the volume of last year.

After thirty-eight years of promoting trade, we are firmly convinced that newspaper advortiolng is the most effective and economical means of stimulating and maintaining demand in specified districts as desired, and in a sweeping national way as well.

Our adherence to newspaper advertising is based on sales recults. As a result of eight years of continuous assexpaper advertising in Zone 7, Calumot's cales have increased 325%. Realising the productiveness of this territory, we have spent, here, trice as much as our average for the rest of the country, and we rely chiefly on The Tribune. During the past eight years we have used zore lineage, and epeat more dollars in The Tribune than in any other Chicago newspaper and more than in any other publication in the world. If it hadn't paid us to do so, wo would have put our money in some other medium! Our adherence to newspaper advertising is

I wish to express my sincere appreciation of your co-aperation and assistance which has contributed to the success of our advertising in this market.

Very truly yours.

CALUMET BAKING POWDER CO.

EWSPAPER

paper, and nearly as much as all the other Chicago newspapers combined!

The Triboffers une the largest coverage possible in the Chicago Territory— 770,248 daily and 1,142,761 on Sunday, For the food manufacturer The Tribune is a powerful

dynamo, activating sales in five rich states!

Food manufacturers, sales organizations, jobbers, dealers—are you getting your share in sales from the Chicago Territory? Put the tremendous power of Tribune lineage to work for you!

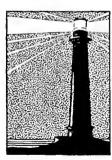
THE WORLD'S GREATEST NEWSPAPER

IN PITTSBURGH - -

- - a great market
- - a great newspaper

The Pittsburgh PRESS is one of the outstanding newspapers of the world. The PRESS completely covers the Pittsburgh territory. It has overwhelming leadership in circulation—in advertising volume—in prestige and power.

Pittsburgh is one of the most favored try-out markets. The district produces one-fifth of the pig iron, one-fourth of the steel and one-sixth of the nation's glass output. The annual value of manufactures exceeds two billion dollars.



SCRIPPS - HOWARD

Scripps-Howard circulation is quality circulation—it is the most valuable newspaper circulation. It is sound as a dollar—not built with premiums or contests—not forced nor artificially stimulated. It is solid circulation, built on sheer editorial merit and excellence—founded on Reader Faith.

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York, N. Y. Chicago Detroit San Francisco Los Angeles Seattle



Over 93% Home-Delivered Circulation in Indianapolis

OVER 93% of the city circulation of The INDIANAPOLIS NEWS is home-delivered by NEWS carriers, who have definite routes of regular subscribers.

A notable record—not only for Indianapolis but among all metropolitan cities, where 40% to 60% home-delivered circulation is considered unusual. Many papers must depend almost entirely upon street and newsstand sales, never knowing what readers

will comprise the next day's audience. Think what an advantage it is to be certain that whether you advertise on Monday or Friday — January or July — your message goes each time direct to the homes of the same regular readers, whose buying habits are molded by consistent advertising contact. The NEWS gives you a permanent audience —by far the largest home-delivered circulation in Indiana.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

New Things and Better Ones

7 E read with astonishment the history of our forefathers. They seemed to be so tied to the customs and practices that were current in their day. Every suggestion of change was regarded with suspicion. The inscription on the stone over the grave of an eminent citizen of New England in the Colonial days tells of the virtues of the deceased and states that he was "An Enemy to Priestcraft and Enthusiasm."

But might it not have been that these ancestors of ours were just the same sort of folks we are except that they were victims of circumstances? If they did not often get excited, perhaps it was because there was not much to get excited about. We wonder if they would have turned out by the million to greet Lindbergh, and yet it appears that the answer is contained in the record of

their time. Turn back the pages and read what happened when the Atlantic was bridged and the first cable became a proved success. Business was suspended, offices closed, guns fired, people rushed into the streets to hear the news, and bells were rung for an hour in many cities to give utterance to the general rejoicing.

It was years later before Edison produced the first American locomotive to run on current supplied from a power house. The bicycle and the sewing machine were the wonders of the day. Not even the first telephone line with loading coils had been put into commercial use. Nevertheless, people had already commenced to talk about this "new and astonishing age." One great editorial writer was bold enough to look into the future and he ended his visionary recital by saying. "There is even talk of flying machines, and who knows but what such things may be possible in the years to come."

Today we can ride between Bagdad and Damascus over desert waste in a luxurious motor car made in Philadelphia. Tungsten that was only a laboratory curiosity is now mined by the ton and each pound saves the users of electric light in the United States more than \$300,000 a year. The idea back of a little English invention called the "Wheel of Life" has been developed into the great motion-picture industry.



Not snow—just green foliage photographed on a summer night by invisible light

The labor leader has become a capitalist, and the capitalist a labor leader. The banks of the unions are competing for the fruits of ownership, and labor may finally conquer capital by itself becoming capital.

Forces that yesterday were combatants now have their eyes focused on the same ideals. Not only has the old order passed, but there will never again be any such thing as a new order, for each succeeding month must now be regarded as an era that is totally different and distinct from all that has gone before.

In London a fellow has a farm where he raises trillions of germs. Those that are deadly to man he kills by the million so that the chemical quality contained in their dead hodies may be ntilized to destroy their living brethren when the two meet in the human blood stream. The germs that are friendly to man and that can be arrayed against our enemies are so petted and pampered in this unique

farm that a few of them placed in a glass tube filled with yellow broth will multiply so rapidly that within a single fortnight the tube will contain a population of individual organisms greater than the human population of the earth.

The only thing static about life at present is that bothersome electrical something which fills the air at times and spoils our reception of an interesting radio program. But even here we find an example of how science is making valuable servants out of things that have only been regarded as nuisances. During the war everyone was interested in the experiments with static electricity for the purpose of extracting synthetic nitrates from the air. As an outgrowth of this work some Germans are taking this all-pervading electrical energy from space and sending it in the form of currents through the soil to purify and nurture vegetation.

If we are to judge by the results of applying this discovery to a wheat field near Berlin, we may entertain the hope that many farms in the future will be transformed into areas spiked with thousands of antenna poles and networks of wire permitting the utilization of atmospheric electricity as a fertilizing and stimulating agent in the production of crops.

Who would have thought a few years ago that man [CONTINUED ON PAGE 78]





"Your Story in Picture Leaves Nothing Untold" Under SELLING arguments behind some products can be presented most graphically in pictures . . . they require little "copy." Other products, like Shredded Wheat, have so many "talking points" they require both "copy" and picture to get them across . . . and here's where the art of the photoengraver comes in, for the better the engraving the more convincing the arguments . . . and the more lasting the appeal made.

Vice-President
THE SHREDDED WHEAT COMPANY

TO TAXOT AND

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES * 863 MONADNOCK BLOCK * CHICAGO

Copyright 1927, American Photo-Engravers Association

in matters of finance....

IME was when the newspaper carrying the largest volume of financial advertising in its particular community had the reputation of reaching only those partic-

ular people supposed to have a stranglehold on the money bags of the district.

Today financial advertising volume is a clear cut index of any newspaper's ability to reach all of the community's purchasing power, rather than a mere portion of it.

1

During the last five years—1922 to 1926 inclusive—The Free Press has printed 5,846,442 lines of financial advertising—a volume greater than the combined total of the two other Detroit newspapers.

1

In this era of democratic finance, as the Literary Digest remarks, "there has come into being a great investing *public*, including people of all kinds of occupations and all sizes of incomes."

•

Evidently The I ree Press, in the Detroit market, reaches these "people of all kinds of occupations and all sizes of incomes."

The Detroit Free Press

VERREE & National



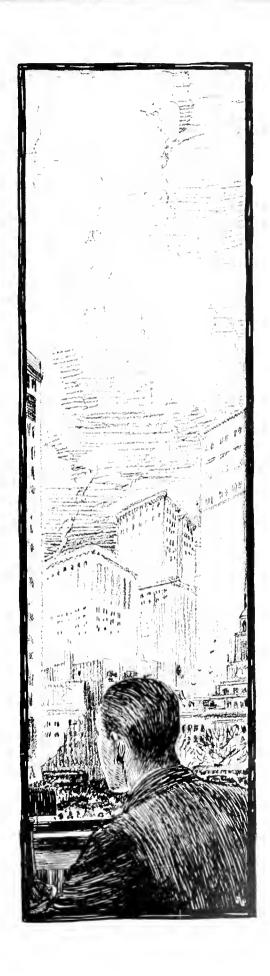
CONKLIN, Inc.
Representatives

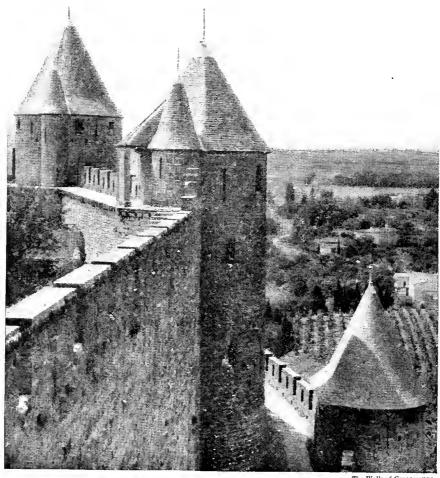
New York

Chicago

Detroit

San Francisc





The Walls of Carcassonne

MEDIEVAL FRANCE

A thousand years of history awaits you at the gangplank

ALL the glamour of tradition—of legend—envelopes you—the moment you board a French Liner. France—medieval, poetic, and France today—alive and laughing ... Tear yourself away from Paris—its gayeties—its bewitchment and follow the lovely Loire down to the Chateau Country. Picture the exquisite Diane de Poitiers at Chenonceaux—tragic de Guise at Blois. Let your motor discover enchanting little nooks—all your own in the finding—some ancient hidden inn that sets you a feast for the Gods—a tiny peak-roofed village clinging to the walls of a grim old fortress.

Enjoy the very spirit of France six days before you had expected—on a de luxe French liner... a weekly express service to London and Paris... at Le Havre de Paris—a special boat train waits—a swift flight through the quaint old towns, the blossoming country of Normandy—three hours and you are in Paris . . . terminus to all the playgrounds and capitals of Europe.

Four One-Class Cabin liners direct to Havre . . .

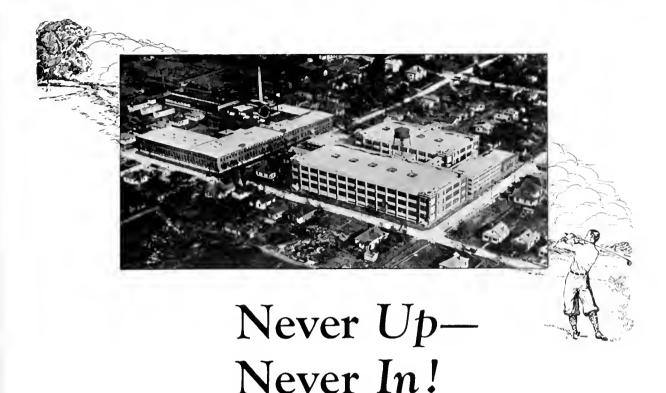
Four One-Class Cabin liners direct to Havre... Overnight the Riviera... The New York-Vigo-Bordeaux Service, three liners to southern France and Spain.

French Line

Suran Nice Vol. Class 5.7

Illustrated booklets or information from any French Line Agent or Tourist Office, or write to 19 State Street, New York City

101



There is a truism in golf which might well be applied to various industrial campaigns now in the making. It is "never up—never in."

A good many industrial advertising appropriations are licked at the start simply because they are spread out too thin. They do not get within striking distance of their real objective. They fall short.

The industrial campaign that strikes home must balance, unit against unit. Here are some considerations that should vitally influence your cultivation of the Second Industry—Textiles.

Second in capital invested.
Second in value of products.
First in value added by manufacture.
First in number of large plants.
Second in use of motive power.
First in number of wage earners.

Textile World serves more than 800 advertisers on regular schedule. Subscribers and advertisers alike acknowledge its leadership. It is the

outstanding choice of advertisers seeking markets in this basic industry. Have you a copy of "How to Sell to Textile Mills"?

Member Audit Bureau of Circulations

Textile World

Largest net paid circulation and at the highest subscription price in the textile field.

Member Associated Business Papers, Inc.

334 FOURTH AVE.



NEW YORK



INDUSTRIAL ADVERTISING Sweeps Aside Perplexing Obstacles

WHENEVER there is talk of insurmountable difficulties, McGraw-Hill likes to recall this inspiring case of progress against great odds.

Obstacle No. 1

To begin with, the market this manufacturer chose to serve had to be taught a new habit before his product could be sold. The product meant economy over a long period but required a larger initial outlay than the industry was accustomed to.

Obstacle No. 2

The market, large in buying capacity and comparatively small in numbers, is thoroughly decentralized and spots the map in practically every state of the Union. Thus it was impractical from a cost standpoint to support a district sales staff. The manufacturer could not afford to send salesmen regularly over a given territory. Neither could he afford to dispatch a representative to every inquirer unless the inquiry was very certain to produce an installation.

Obstacle No. 3

No sooner was momentum built up than came a critical seven-year period (1914-1921) in the market. Ground between regulated prices, rising labor costs and a serious competitive situation, the market was not in a mood to incur new cash outlays.

Obstacle No. 4

In the midst of this situation the manufacturer subordinated his own interests to those of the Government and surrendered his plant facilities to war requirements. In spite of these one-after-another obstacles, this manufacturer has come through with steadily increasing sales through an intelligent and persistent use of Industrial Advertising. This advertising was dedicated to the job of building Recognition for the product and its long-time economy against the older product and its higher initial economy.

In the words of the manufacturer: "For the first five years of our corporate existence we did not advertise. In 1914 we contracted for a page a week in a McGraw-Hill publication serving our market exclusively. We consider the decision to engage in this advertising campaign one of the most propitious in our history, because it marks the start of our expansion to become a factor in our particular industry."

By 1921 the sales were nine times as great as the highest year before this aggressive advertising began. It is a note-worthy fact that the advertising program was not interrupted during the slump period of the industry. Justification of this persistency is shown in the sales curve which mounted almost perpendicularly excepting only during the period when the plant was on war contracts.

Today, notwithstanding the influx of competition, this manufacturer supplies over half the market. His industrial advertising carries on to sustain the leadership so valiantly accomplished.

No two industrial sales problems are exactly alike in the abstract, but fundamentally they are all the same in that Recognition is a common objective.

McGraw-Hill's new book "Industrial Marketing at Work" shows how to build the industrial marketing plan to gain and hold Recognition as has been done in the case cited above. A copy will be delivered by the nearest McGraw-Hill office to any executive responsible for sales and advertising to industry.



McGRAW-HILL Publications

Electrical

ELECTRICAL WEST
ELECTRICAL WORLD
ELECTRICAL MERCHANDISING

Construction & Civil Engineering ENGINEERING NEWS-RECORD CONSTRUCTION METHODS

Industrial POWER AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING Catalogs and Directories

RADIO TRADE CATALOG ELECTRICAL TRADE CATALOG

EEYSTONE COAL MINING CATALOG ELECTRICAL ENGINEERING CATALOG EEYSTONE METAL QUARRY CATALOG ANALYSIS OF METALLIC AND NON-METALLIC MINING, QUARRYING AND CONTRACT STATUS OF METALLIC AND NONELECTRIC RAILWAY DIRECTORY
METALLIC MINING, QUARATING AND
EXTSTONE COAL BUYERS CATALOG
COMERIGHT SURVEY OF ELECTRIC POWER A LIGHT COMPANIES IN THE U S

Radio RADIO RETAILING

Transportation
BUS TRANSPORTATION
ELECTRIC RAILWAY JOURNAL

Mining COAL AGE ENGINEERING & MINING JOURNAL

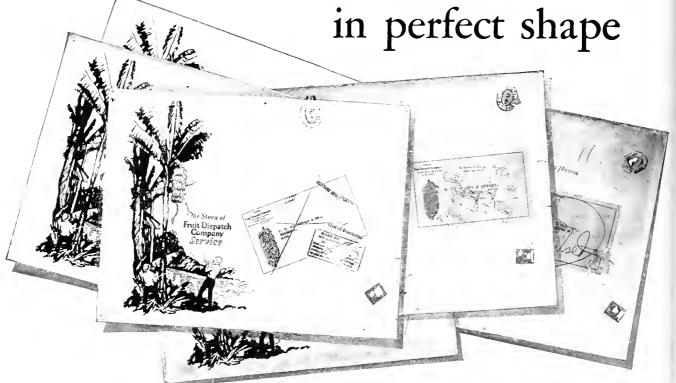
Overseas INGENIERIA INTERNACIONAL

AMERICAN MACHINIST
(EUROPEAN EDITION)

43.000 ADVERTISING PAGES USED ANNUALLY BY 3.000 MANUFACTURERS TO HELP INOUSTRY BUY MORE EFFECTIVELY

Six came back





If the other 2494 went through like these, then not one was damaged

MONTHS of work and thousands of dollars went into this splendid portfolio. No chance could be taken that it might not reach its destinations in good shape.

The Improved Columbian Clasp Envelope was selected to carry it. The largest stock size, $11\frac{1}{2} \times 14\frac{1}{2}$ ", was used. 2500 were sent out. Below is an extract from a letter written subsequently by the Fruit Dispatch Company. We quote from it with their permission:

"So far as we know, every booklet mailed reached its destination in good shape. The six envelopes we are sending you made the return trip also, and are still in good shape.

"The greatest distances traveled were to Columbus, Miss., and Mobile, Ala., and return. The envelopes that made these trips are in as good condition as those that went no further than New York City.'

Whether your catalog is a de luxe edition or a plain commercial job, you want it to get there in good shape.

> Until it does that it cannot bring you back a dollar's worth of business.

> Give it every chance by sending it in an Improved Columbian Clasp Envelope. Strong, tough paper; a sturdy clasp, clean cutting and

well-sealed seams, plus ample reinforcement where the strains come—make the Improved Columbian Clasp the best stock catalog envelope you can get.

Your printer or stationer can supply you, in any size from $2\frac{1}{2} \times 4\frac{1}{2}$ " to $11\frac{1}{2} \times 14\frac{1}{2}$ ", or write us.



This beautiful portfolio is printed in full color, measures 11" x 14", has 28 pages, and weighs 13 ounces. Note the condition of the envelopes that carried it more than 2500 miles.

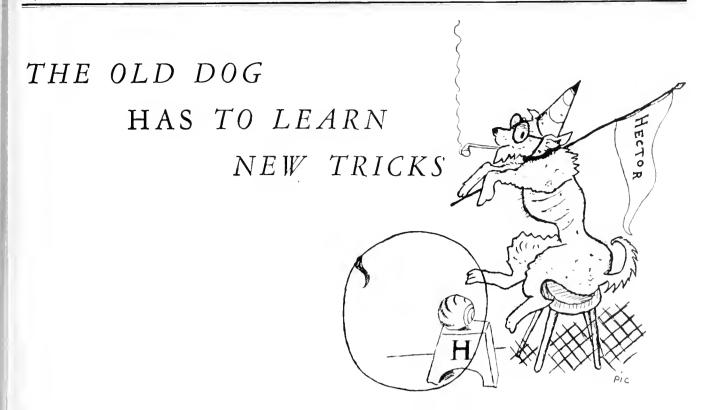
Improved COLUMBIAN CLASP ENVELOPES

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes

SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country



New tricks are a part of the old dog's daily education today . . . if he expects any bones.

Paint manufacturers develop a finish which will dry in an hour. Color becomes style's twin sister. Egg beaters, bath rooms and locomotives get gay. The whole balance of the paint industry shifts.

Radio makes terrific inroads on the phonograph. The phonograph survives by adapting certain radio principles and developing electrical recording.

Silk stockings replace cotton stockings and the cotton industry is upset. Rayon is introduced and affects both the cotton and silk industry.

Oil heating proves itself and, for the transition period at least, all heating apparatus must be redesigned for both coal and oil.

A few years ago installment buying was a poor lackey to business. Today it is enthroned in purple . . . and the whole art of selling acquires a new technique.

Revolutionary changes within the last five years are in evidence everywhere. No manufacturer can tell what will happen day after tomorrow. Only the shrewdest can guess what will happen even *tomorrow*.

Advertising is the one means by which a manufacturer can quickly refocus his attack and make his sales strategy continuously effective.

CALKINS & HOLDEN, INC. ADVERTISING 247 PARK AVENUE · NEW YORK CITY



AMERSEALED **GLASS CONTAINERS**

It matters not whether the containers you use are of glass, opalware or tin. You can enjoy the exclusive advantages of the Amerseal Cap.

Ever since the old time cork and up to the introduction of this convenient cap, the poor user has been forced to "work" in order to "get at the contents" of the average container.

But today it is different.

The Amerseal Cap, by a mere one-fourth turn, allows the user to quickly and easily unseal and re-seal as often as necessary, and the contents are kept under positive seal.

Take advantage of this great non-expensive sales stimulant.

Send for the "Facts."

AMERICAN METAL CAP CO. Brooklyn, N. Y.

Branch Offices:

Chicago Detroit

St. Louis Los Angeles San Francisco

Portland



EASILY OPENED Amerseal

THE AMERSEAL CAP



PHOTOGRAPHS show people what they're getting for their money—whether it's refrigerators, residences or railroad tickets! Photographs reveal value truthfully. Properly made and reproduced, they will add new interest and new vigor to your selling message -- give truthful emphasis to your claims. They mold public opinion quickly and effectively. Where words fail, photographs always convince!

HOTOGRAPHS

Tell the Story

If you're a realtor, carry photographs of the homes you 85%

The September
Delineator closed
with an increase in
advertising lineage
of 85% compared
with the September
issue of last year.

This is the most spectacular gain so far in a year of consistent progress...

Advertising & Selling

VOLUME NINE—NUMBER SEVEN

July 27, 1927

Everybody's Business Floyd W. Parsons	Ö
Diagnosing a Sick Business EMIL Horsoos	19
Laugh This Off EARNEST ELMO CALKINS	20
Increasing Business Through Export Orders B. Olney Hough	21
My Experience in Racine CLAUDE C. HOPKINS	22
Postage Stamps as Sources of Trade Mark Design Ray Giles	28
How True Is "Truth in Advertising"? LAWRENCE G. SHERMAN	25
Is the "Rolling Stone" Always Wrong? C. R. Long	27
Mr. Chase Broadcasts the Beans Kenneth M. Goode	28
The Editorial Page	29
Some Shocks and Thrills of Publishing John Adams Thayer	3(
Figures of Speech Johnson Heywood	32
What a Retailer Thinks of Dealer Advertising Walter Engard	34
Do Customers Abuse Your Complaint Department? EVERETT R. SMITH	36
Figures as Advertising Material BURR MACMURRAY	38
British Reading Habits Amos Stote	40
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	5 4
E. O. W.	62
The News Digest	82



N this issue Kenneth M. Goode makes a thorough and characteristically vigorous reply to the charges against advertising which are embodied in "Your Money's Worth," by Stuart Chase and F. J. Schlink, published recently by the MacMillan Company, New York. Portions of this material appeared earlier in the year in the New Republic and were dealt with in the April 6 issue of Advertising & SELLING. Since the publication of the entire work, however, the volume has been selected by the Book-of-the-Month Club and hence has attracted unusually wide attention. As it will undoubtedly arouse a great amount of discussion, both in and out of advertising circles, we take this opportunity of presenting advertising's side of the case.

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405 Swetland Bidg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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Well now, as this free-spending, luxury-buying class expanded from a few hundred thousand to several million, there was one magazine whose circulation paralleled that growth. It paralleled it for the very good reason that its editors have always selected its contents to meet the exacting demands of those folks who know the best and can afford to buy it.

Cosmopolitan is that magazine.

90% of Cosmopolitan's circulation—over a million and a nalf now—is among the better families of America. These people live in the cities and towns and wealthy suburbs where over 80% of the Nation's business is concentrated. With rhythmical consistency they pay 35 cents for Cosmopolitan when they could buy half a dozen other magazines for the price of this one.



Let a Cosmopolitan representative give you more complete information

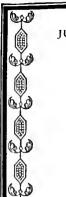
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119 West 40th Street NEW YORK CITY 5 Winthrop Square BOSTON, MASS.

General Motors Building DETROIT, MICHIGAN

625 Market Street SAN FRANCISCO, CAL.



JULY 27, 1927

Advertising & Selling

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Diagnosing a Sick Business

By Emil Hofsoos

Director of Research, MacManns, Incorporated, Detroit

JUST as in the practice of medicine, diagnosis precedes treatment and actually determines the remedial measures to be applied, so in a sick or an ailing business, proper diagnosis is of the utmost importance. For unless the diagnosis is properly made, the wrong treatment may be applied, with the possibility of disastrous results to the patient.

In diagnosing or analyzing the ills of a particular business, it is helpful to have at hand as an aid and guide some outline of possible ailments.

Below is given such an outline—listing in all 23 points to be considered in seeking the reason or reasons for sick sales and anemic profits.

A. Pertaining to the Product.

1. Does the product need improvement. Often a product fails to keep pace with the development of the market. It gets out of date, out of tune with the times, or is superseded by some improvement of a competitor. The talking machine in competition with the radio is a good example.

Bringing the product up to date, modernizing it, and improving its quality to keep up with newer demands, may be the difference between failure and renewed success.

2. Does the product need new



uses? Sometimes sales volume fails to expand for the simple reason that the use for which the product was originally intended is so completely and adequately taken care of that only a given volume of the product is needed. Such a condition is dangerous, for in business there is no such thing as standing still.

Many a business, just holding its own, has been revivified and rejuvenated through the discovery of new uses for the product. No better example can be found than the Eat Yeast for Health idea of the Fleischmann Company.

3. Does the selling price need adjustment? There is no denying the fact that the greatest single factor in determining sales volume. for most items of commerce, is the selling price. The function of management is to effect that nice adjustment of prices which will bring maximum aggregate profits. Sometimes this means a revision downward, sometimes upward. Ford has heretofore relied almost entirely on price reductions to stimulate volume, each reduction tapping a stratum of the unsupplied market previously out of reach.

On the other hand, there is the classic example of the first safety razor which was a "flop" at \$1 but which sold in large volume at \$5.

4. Does the product need a new container? Sometimes a new package, of different design, or size, or shape, may revitalize a slipping product. Containers, like costumes, sometimes get out of date and need to be modernized. For example, the tendency in cities toward apartment dwelling, with the consequent paucity of space, has made necessary smaller packages of all sorts of foodstuffs. Not so many years ago flour in 98 pound sacks was sold generally to the trade. Today flour is sold in packages as small as five pounds.

5. Does the product need a new name or a new label? While it is ticklish business to tamper with a name which is established and well known, there are times when an abrupt change will work out advantageously. The same is true of a label.

Such changes, however, must be made only after the most careful study and analysis of possible effects.

B. PERTAINING TO THE SALES FORCE.

1. Are there enough salesmen? Trying to "get along" with an inadequate sales force is like trying to raise a healthy robust child with inadequate food. What is an adequate sales force is not easy to determine. Suffice it to say that the size of the

sales force must be based on a number of factors, including the market to be covered, the strength of competition, the character of the product, the desirability of frequent calls, etc.

An analysis of sales and number of salesmen in various territories may often reveal unmistakably the need for more salesmen—or less. Accurate detailed records, coupled with careful analysis of such records, will nine times out of ten indicate whether or not the sales force is adequate in size.

2. Are salesmen of the right type? Often the cheapest salesman is the most expensive. Pay enough to insure getting good men—and of the type required for your particular

product—is a pretty safe rule in business.

Careful selection of salesmen is fundamental, and time and money spent in such careful selection is never wasted.

There is another factor to consider in selecting salesmen. There are in the main two types: the high-pressure man who can open up a new territory, and the routine man who can keep it sold. Keep the right men on the right jobs and results are certain.

3. Are salesmen properly trained? I once examined a group of salesmen with regard to their knowledge of the product they were selling. Their ignorance was simply appal[CONTINUED ON PAGE 44]

Laugh This Off

By Earnest Elmo Calkins

WENTY years ago I was given an opportunity to address the officers and directors of a bank on the subject of ad-"Tell us," said vertising. the president, "what you think a bank could do in the way of advertising." was in the days when banks were banks, and conducted themselves accordingly, when every polished grill and grating spoke haughtily to the visitor, saying, "This is a bank. Make no unnecessary noise." The only advertising a bank did in those days was to insert miraculously balanced statement of liabilities and assets, as required by law, and they were apparently all placed by Alfred J. Frank.

I told those officers and directors that people were afraid of banks; that they seemed remote and cold and suspicious; that few people could read a financial statement or knew what it meant; that banks spoke a foreign language, intelligible only to bankers, and that

it would be wonderful if some bank would come out with a simple statement of just what a bank

THE CORN EXCHANGE BANK

A Bank Statement that any Man or Woman Can Understand

June 1st, 1927

The Bank Owes to Depositors......\$268,630,080.51

A conservative banker always has	5
this indebtedness in mind, and he	
arranges his assets so as to be able	
to meet any request for payment	
r This Purpose We Have:	
Cash	. \$33,905,424.08
(Gold, Bank Notes and Specie)	
and with legal depositories return-	
able on demand.	
Checks on Other Banks	41,682,121.18
Payable in one day.	,
U. S. Government Securities	. 37,057,812.46
Loans to Individuals and Corpora-	
tions	
Payable when we ask for them,	
secured by collateral of greater	
value than the loans.	
Bonds	44.964.478.43
Of railroad and other corporations	
of first quality and easily salable.	
Loans	
Payable in less than three months	
on the average, largely secured by	
collateral.	
Bonds and Mortgages	16,413,462.88
Banking Houses	
All located in New York City.	1,112,213.38
An located in New 10fk City.	

Total to Meet Indebtedness.....\$296,t25,375.05

This Leaves a Surplus of......... \$27,495,294.54 Which is a guarantee fund upon which we solicit new deposits and retain those which have been lodged with us for many years.

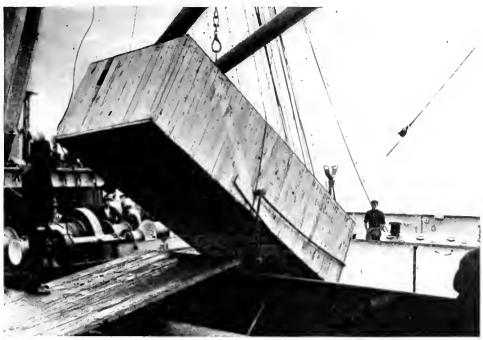
Our listed resources, enumerated in this statement, do not and cannot include those assets of friendliness and helpfulness which this bank has in the personnel of its board of directors, its officers and employees. These are assets which pay dividends to our patrons in service and satisfaction.

is and what it does, discarding its favorite words and phrases such as debentures, gold basis, clearing house certificates, collateral, and so forth, and talked with the words of the man in the street, who knew nothing about banking, but who was, nevertheless, a desirable customer for the bank.

After I had finished the president thanked me, and then explained kindly that while my suggestions no doubt sounded all right to an advertising man, who was more used to talking about pink pills and dyspepsia cures, it was impracticable for a bank to do anything so undignified, not to "In short, if say vulgar. this bank or any bank should so far forget itself as to indulge in such advertising as you describe, other banks would laugh at it."

That was twenty years ago. Yesterday I ran across the accompanying financial statement in a theater program.

I have not heard a single banker snicker. Even bankers do not laugh at banks with a quarter of a billion deposits.



Courtesy Canadlan Pacific Rwys

Increasing Business Through **Export Orders**

By B. Olney Hough

VERYBODY would like to year he gets an order for a carload have a larger business this year than last. Some manufacturers evolve the unique idea that perhaps they may increase their business by getting some export orders. How to do it, and, above all, will it cost any money? I may answer at once, it may be impossible to get some orders for export without spending a cent of money, or at least any money worth counting. But whether it is worth while following the line of least resistance, and least expense, is quite another ques-

Probably every manufacturer is pleased, even flattered, by receipt of an order to go to a foreign country. Such orders sometimes come unexpectedly and without solicitation. As a matter of fact, it is probable that the export trade of the greater part of our American manufacturers began without an effort on their part, in many cases without their knowing how it ever came about. That was true in the old days, yet it sometimes happens even today.

Here is the manufacturer of an electric washing machine. Every

from a customer in New Zealand whom he has never seen. How this customer first began ordering, he has no idea, nor does he now cultivate that customer. Yet year after year an order arrives.

Years ago two Polish Jews emigrated to the (formerly) Land of the Free. They found employment in a big rubber overshoe factory. In course of time they saved a little money, enough to carry out their cherished dream of making a visit back to their family "home." Passing through Germany, they discovered that the rubber shoes there were by no means the equal of the American, which they had been helping to manufacture in New Haven, Conn., we will say. So they thought they would see if they could not do a little business in American rubbers in Germany. They sent for some samples, for which they paid out of their own pockets. They got a few orders, enough to encourage them. But the American styles and lasts were not altogether suited to the prevailing type of German shoes over which they were to be fitted. For more than a year these two men

labored with the American factory by correspondence to induce it to manufacture special overshoes for the German trade. At last one of them bought some German lasts and paid his second class passage back to New Haven to try by personal argument to get the goods he wanted. It took some arguing, but he got them and the factory profited by a number of years of largely increased business from a market in which it had had no interest whatever, to which it was persuaded against its will.

THOSE are instances of export or-L der taking, not selling. It is quite possible, as I have said, to be an export order-taker today, but the manufacturers who wants any considerable increase in his annual turnover had better not expect it in any such fashion. Far keener interest, far greater aggressiveness, will certainly be required. Let us take three typical manufacturers and see how they work. All of them are pleased to have export orders.

Manufacturer Number One depends wholly for foreign business on the so-called export commission

[CONTINUED ON PAGE 68]

My Life in Advertising—V

My Experiences in Racine

Advertising Patent Medicines, Beer, Incubators

By Claude C. Hopkins

OW I come to a class of advertising of which I no longer approve. Thirty years ago medicine advertising offered the adwriter his greatest opportunity. It formed the supreme test of his skill. Medicines were worthless merchandise until a demand was created. They could not well be inventoried on the druggists' shelves at even one cent a bottle. Everything depended on the advertising.

The test of an ad-writer in medicine advertising was as severe as in mail order advertising today. He was shown up quickly by the item of profit and loss. Either he sold the goods at a profit or he did not. Salesmen, dealers or clerks could not help him. One may sell flour, oatmeal or soap by loading a dealer up or by offering inducements. Many things may contribute in selling a staple. It is sometimes hard to measure just what advertising does. Not so on a medicine. Advertising must do all.

Because of that fact, the greatest advertising men of my day were schooled in the medicine field. All of them have graduated. But all of them realize that medical advertising placed men on their mettle. I weeded out the incompetents and gave scope and prestige to those who survived, as few other lines have done.

Medicines in those days dominated the advertising field. The best magazines accepted them. Almost nobody questioned their legitimacy, any more than they questioned railroad rebates or passes to employees, in my packing house experience. We must remember in reviewing medicine advertising how experience and education changes ideas and principles.

Every evil of the past had its logical defense. The medicine makers embodied many high-minded men. They felt that they were serving humanity by offering good remedies for common conditions at very modest cost. They were aiding those who could not afford physicians. There was much reason in their arguments. Every medicine maker

OW I come to a class of advertising of which I no longer And I still believe that those mediapprove. Thirty years ago cine makers did far more good than harm, even though the good came er his greatest opportunity. It largely through mental impressions.

But medical science advanced. Doctors themselves turned largely away from drugs. We came to realize that an ailing person should have a diagnosis. The real trouble should be located, instead of merely the symptoms quelled. In a large percentage of cases it was unwise to advise self-medication.

I came to that conclusion many years ago. I have not advertised a medicine, save for simple ailments, for seventeen years or over. I would not do so under any circumstances. Even as I write this, I am refusing an appropriation of \$900,000 to advertise a medicine. So I stand as strongly as anyone today against advertising anything which opposes public good as we see it now.

O please remember that what I recite here occurred many years ago. It accorded with existing principles and practices. I have never known higher-minded men than those who engaged in these enterprises. I am dealing with advertising as it applies to all conditions and all times. What should be advertised for the common good forms an entirely different question.

While with Swift & Co., I wrote an article on patent medicine advertising. It reached the attention of Dr. Shoop in Racine, Wis. He was selling medicines through agents. He had no drug store trade. The agency business was dying, so he was seeking a way to place his line on the drug store shelves. He wrote me to come and see him.

I was discouraged with food products advertised under packing house restrictions. I knew that medicine offered the greatest opportunity to an advertising man. So I went to Racine, talked with Dr. Shoop, and finally accepted what he offered.

As I have said, his remedies sold through agents only, and the business was dying fast. My duty was to create a demand which would bring the sales to drug stores. Not one man in a million could have met that test without the experience in retail selling which I had obtained.

Night after night Dr. Shoop and I discussed the situation. I told him all I had done by talking ideas not connected with the product. Then we evolved the idea of a druggist's signed guarantee. People were not buying medicine; they were buying results. Many an advertiser a thousand miles away offered to guarantee results, but the guarantors were strangers. I conceived the idea of having a neighborhood druggist, to whom people paid their money, sign the guarantee.

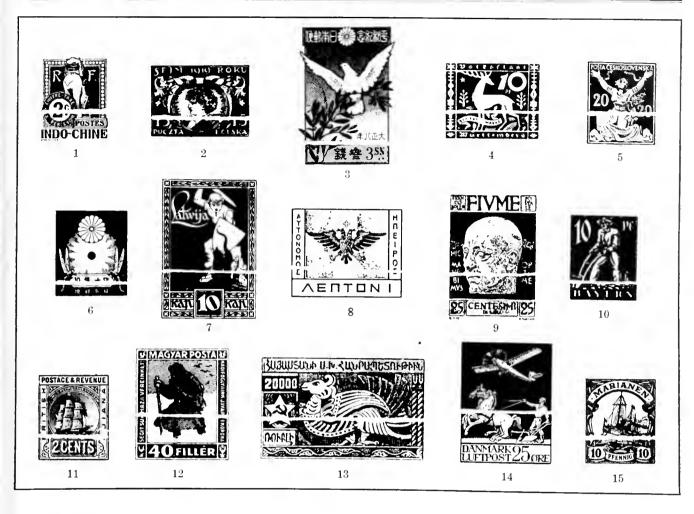
First I tried this plan out on a cough cure. It brought enormous results. Here was one cough cure which anyone could buy without risk. If it brought the results we promised, it was worth many times its cost. If it failed, it was free. No cough cure on the market then could compete with that.

Later I tested the same plan on other remedies; on Dr. Shoop's restorative, on his rheumatic cure. It worked like magic. Others made claims, but we offered a certainty. Our guarantees were based on a purchase of six bottles for five dollars. Few users purchased that amount, but the guarantee gave them confidence in every one-bottle purchase. And we secured most of the trade.

W E were very cautious in those days. We did not venture into newspaper advertising. We distributed books from house to house in cities of over 1500 population. We secured mailing lists of heads of families in every village or hamlet below that. Those were the days before rural delivery. I had complete mailing lists of all heads of families in some 86,000 post offices of the United States and Canada.

The methods we used then have little interest now. Conditions have changed. We have learned that

[CONTINUED ON PAGE 46]



Postage Stamps as Sources of Trade Mark Design

By Ray Giles

THOUGHT I had finished with postage stamps back in 1903. But Dick Giles wanted me to go with him to the International Philatelic Exhibition at Grand Central Palace. That was way back last October. It was then that I discovered what I am passing along now. And the discovery is nothing more or less than this: Postage stamps offer the advertising man an exceptionally interesting source for suggestions on trade-mark design.

Between the printing of the first adhesive postage stamp (issued by any government) the 1-penny black of Great Britain in 1840, and the last adhesive issued in 1919, about 41,000 different postage stamps were printed. Since then many additional thousands have appeared. In all, about 15,000 designs are included

in these postal offerings of the nations.

Most adult males can remember, as did, the strong, simple stamps of the good old days. The seated lady on the coveted Cape of Good Hope triangles, the head of Napoleon III on the early stamps of France (crowned Napoleon III because a printer misread the words "Vive Napoleon!!!" as supplied on his copy, and set them up as "Vive Napoleon III"). Then there was the Hermes' head of Greece, and the lovely and idealized profile of the youthful Victoria which Great Britain and most of its colonies used on the empire's postage stamps to the day of the queen's death.

Much good material has come from the presses since then.

But before getting down to actual

examples, let us see why the postage stamps of our own and other countries offer such practical stimuli to the man in search of a good trademark design. For one thing, the designs are small. A good trademark design must be one that stands reduction. In the second place, there are, as mentioned before, around 15,000 different designs to look at, as you leaf through the postage stamp catalog of today. Next, these designs include an immense variety of subjects, some of which are entirely unsuited to trademarks but many of which, with some modification and simplifications, are almost made to order for trade-mark

As the years have gone by, and more particularly since the World War, the postage stamps of many countries have taken on more of an advertising character. New countries, new at least in having postal history, have vied with one another in the production of handsome, attention-getting designs. These countries include Czechoslovakia, Jugo-Slovakia, Poland, Latvia, Lithuania and Danzig. Some of the older states and countries including Japan, Bavaria, Denmark, Holland, Sweden, France, Switzerland, have surpassed any of their previous efforts.

Upon examination the stamps yield futuristic art along with mid-Victorian art; inspired pictures and mathematical designs. Here are allegorical characters beside portraits of celebrities, dead and alive. Here are test designs in all of the colors that printing ink houses have produced, together with two and threecolor experiments in tiny areas. These sometimes uncover surprising effects, as in the case of the Swiss "charity" stamps. Designs are worked out in squares, ovals, vertical and horizontal rectangles, circles, triangles.

If I were opening a fish cannery, I would certainly look over the stamps of Newfoundland. If I were looking for a symbol appropriate for my steamship line or tourist agency, I would find among postage stamps

a greater variety of ships than in any single book on naval history. I would discover war canoes, schooners, clippers, cruisers, a Carthaginian galley, ocean and Great Lake steamers, Chinese junks and Malayan sailboats.

No finer trade-mark for my supreme dog biscuits could be found, than that on one of Newfoundland's early isuses. If I dealt in furs, I would pause over the polar bear on a Danish air-post stamp, the beaver of an early Canadian issue, and the priceless twin bear stamps of St. Louis in 1845, the many other animals pictured on many other postage stamps from all parts of the world. The philatelic menagerie, in fact, houses birds and animals rarely, if ever, found in our circuses or zoos. Some examples: the kooklaburra, huia, black swan, great egret, emu, the Bommi fish, and the Agama lizard.

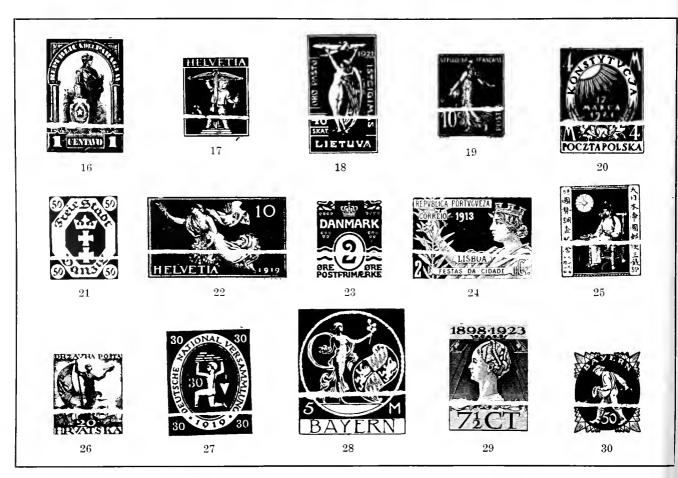
If transportation is your line, beside the ships previously mentioned, there are locomotives of many types, automobiles, airplanes and motorcycles. The range of scenery is immense, circling from Niagara Falls to Fujiyama, thence to Mount Ararat itself and down to the Inkissi Falls of Belgian Congo.

If you are starting an athletic-

goods business, see the Olympic Games series of Greece and the athletic sports series of Hungary. If you deal in musical instruments, the portraits of the great musicians of the world are at your service. The range of characters depicted on the world's postage stamps reach over time, from Buddha through Jesus and His disciples on to Saint Paul and then to Immanuel Kant. There are Lenin and Marx, Schiller and Goethe, Columbus and DaGama, L'Ouverture and Joan of Arc, and most of the presidents of the United States. There are all kinds of trees. There are heroes of mythology and early history-Apollo, Hermes, Hercules, Neptune, Diana, Isis, to say nothing of the Lion of Judah himself! Even William Tell and his son have a place.

Many occupations and vocations are pictured—that of the archer, the potter, the carver, the soldier, the aviator, the explorer, the statesman, the ruler, the priest. Famous buildings are skillfully printed on tiny bits of paper—the Venetian Campanile, the Tiberius Claudius Aqueduct, the Piazza del Populo, St. Peter's, the Mosque of Selim II, Constantine's Column, the tomb of Nikolai Lenin, the Kremlin.

Agriculture and the agriculturist



How True Is "Truth in Advertising"?

By Laurence G. Sherman

OES anyone know what truthin-advertising is? Just where is the line drawn between sober, homely truth, and varnished enthusiasm? Contact men. copy men, artists, everyone who has a hand in putting the job into its final shape, are hedged round by the continually stressed necessity for keeping well within the bounds of so-called reasonable truth in advertising a product. "You must not exaggerate" is an oft repeated utterance in the advertising Decalogue. Yet, with all the insistence with which this precaution is pounded into us, what percentage of finished copy today regards the truth law to any great extent? It is because this dictum is ignored that so many peorle who read advertisements regard them with skepticism? The answer may be found by glancing through any large national periodical.

We have been given the job of advertising a floor waxing device which is operated by hand. "Don't make any extravagant claims" rings in our ears in an insistent, low-toned Miserere, chilling the copy writer's ardor for brightly colored statements and supposedly injecting the cool grays of sober truth in the artist's pigments. And yet, when the advertisement appears! Behold a hardwood floor, dull and dingy, except where its surface has been lightly caressed by the Featherlite Floor Finisher! On the mirror-like gloss of the polished portion stands a lissome lass in dainty apparel, demurely admiring her alluring reflection, while with careless grace one slender hand manipulates the polisher. What woman is going to believe that? Certainly not the one who has bent over a similar device and pushed and shoved and hauled until her back muscles rebelled and kinked, and who has had to give over the job to her long suffering husband as a practical substitute for his Saturday afternoon's golf game.

If the real essence of the polishing situation were put in a picture, you would see a good husky Scandinavian, with her sleeves rolled up

and her jaw set, holystoning the deck in right manly fashion, with the bulging muscles rippling under the skin on her brawny arms. If you don't believe it, just wax a 25 x 18 floor some warm spring afternoon!

Witness all the dainty women who parade through the advertising sections in our magazines, performing all sorts of strenuous labors with unruffled calm and placid demeanor. It is all a lovely, glad game in which the most disagreeable tasks are vanquished with a touch of Somebody's Something or other. Smartly clad families loll on costly, overstuffed furniture, and discuss whatever smart people discuss on a gaudy glorified oilcloth rug with pink cabbages stencilled all around the border. Sleek house-to-house salesmen are pictured smilingly guaranteeing that their stockings or underwear. or what have you, are so well and fitly made that they'll wear for an incredible time; and that, if an unheard of combination of circumstances should disclose an imperfection, the House will rush hysterically to make good the defect. If you want to observe the reverse of this charming situation, get an adjustment on a silk stocking that developed a run the first time it was put on. You'll get the adjustment, but somewhere between sale and adjustment a cold gray chill settles over the smiling landscape.

ON another page, children are playing on the floor of a cozy room, while outside, the whirling snow can almost be heard slashing against the French windows. These children are being kept warm and healthy by a marvelous device which not only keeps every square inch of the house at an even temperature. but does it with less coal. Sometimes one-third less, but most of the time (modestly enough) one-quarter of the annual coal bill is the average saving promised by the installation of the device. Your home will be kept warm all right. But the magic saving in the coal bill? Where did that fall by the wayside? "It is

probably due to some unfortunate defect in the arrangement of the house; or the ventilation scheme; or the way the radiators are hooked up. Uncommon of course. Most uncommon—and most unfortunate."

Passing on further, ravishingly beautiful girls and stunningly handsome men show us what incredible feats of beauty magic can be performed by a little jar of Poggle's Pink Paste. It is so easy—and amazingly effective! When your own sallow skin refuses to bloom as it should, you may rest assured that it is due to a peculiar combination of cell structure in your particular epidermis.

OW these stories are not deliberate, or even actual, untruths, if we take the term untruth to mean. as it usually does, a distortion by statement of a fact or happening. That is professional crudity of which no normal advertising man would be guilty. But misrepresentation in any way is an untruth, and these lavish advertisements misrepresent by inference, by the fantastic overdevelopment of rather far-fetched theories such as the blighted-careerthrough-a-complexion frenzy. Most likely there is no logical escape from employing the Pollyanna motif in the picture, because the compelling necessity for idealizing everything makes it imperative to scale things up. No one should knock down a statue unless he has a better one to put in its place, and possibly there isn't anything to put in the place of this statuesque figurine of specially posed advertising. We are holding the bear by the tail, and we can't let go.

Of late it seems that a perfect orgy of wand-waving is going on. The most astounding things are being discovered: why women grow old before their time; why people lose their jobs; why the neighbors won't call any more; why boys leave home; why this and that are or are not so. We are being treated to a wholesale dose of hashish that makes our ordinary world a fantastic fairyland

[CONTINUED ON PAGE 80]









HUMOR has a place in advertising, but the problem has always been to keep it in its place. Too many advertisers, attempting to employ this mood of expression, succeed only in making their product ludicrous, with unhappy effects upon its sales appeal. These Old Gold Cigarette people, however, have successfully avoided this serious pitfall, and at the same time have sounded a new note in eigarette advertising which has caused their insertions to stand out with refreshing distinctiveness. This company has a story to tell and a slogan to register. Briggs, among the most popular of contemporary American eartoonists, has accomplished this with directness and facility in a campaign which centers about his most familiar newspaper characters and themes. His is a pleasant, human humor which cannot fail to attach its good will to the advertised product

Is the "Rolling Stone" Always Wrong?

An Agency Account Executive Questions Whether Frequent Job Changing Isn't a Good Thing After All

By C. R. Long

McLain-Simpers Organization. Philadelphia

HE "rolling stone" may not gather much moss, but it certainly acquires a fine polish, and perhaps gets more pleasure out of life than its "stay-put" brother. If this be heresy, I plead guilty and await the sentence. But if I am permitted to call a character witness, he'll testify that I have been on just one payroll since the year I finished school; on it continuously, too, and the total comes to about ten years.

So, on the face of it, I should not be in the frame of mind to defend the footloose rambler. But the truth is that I'm beginning to envy him a little more with the passing of each decorously routined year. I can't kick about my financial lot, either. I'm not a wage slave, or a miretrampled victim of a soulless corporation. I've accumulated a fair share of worldly goods along with an embryonic bald spot, and am still managing to keep a couple of jumps ahead of the sheriff. But sometimes I wonder how much worse off I would have been if my orbit of activities had been less restricted.

Thirty-seven per cent of the members of the advertising fraternity change jobs each year, we're told. The figure seems high, much higher than it actually is among my own circle of acquaintances. But, assuming that it's correct, just what does it prove? Is this tendency to browse from pasture to pasture an evidence of vacillation, of lack of stability, of incompetence or indecision? Or is it an indication of adventuresome spirit, of wholesome discontent, of a seeking for less bounded horizons? Does it perhaps show a certain quality of courage and conviction that the average "stay-put" may lack? Do the majority of the rovers migrate because they lack patience, stick-to-it-iveness, or the ability to master their present jobs? Or is it because they perceive the limitations of the future there, and wish to bore their talents into new mines?

Take the case of the creative man in an agency. Within a given period of time after he enters the organization, assuming that he passes the preliminary tests of ability, he is put in charge of one or two or more accounts. He establishes contact with advertisers' principals; studies their problems; he charts his own course of action. He brings to his task, presumably, a store of fresh enthusiasm; he gives the best of his ability to the furtherance of the mutual aims of advertiser and agency. Suppose he makes good to the entire satisfaction of all those to whom he is responsible? What then is his prospect? If the accounts in his charge contain expansion possibilities, if the advertisers possess the proper caliber of mental equipment, if no untoward event mars the even tenor of their respective ways, he may hope to nurture a "bigger and better" program during a period of years.

DUT suppose that circumstances beyond his sphere of influence operate to keep his accounts from spectacular or exceptional or even satisfactory growth. Must he still resign himself to his lot, accepting with humility whatever favors fortune may toss to him, contemplating with meekness a vista of years of unchanging routine? Or is he justified in digging up his talents of experience and proceeding with them to new marts where they may be profitably applied to new problems, with the hope of more fitting reward?

Judging from all the available statistics of "personnel turnover," it seems safe to say that ten years in one advertising agency places me in the front rank of the "stay-puts". But if I had spent two years with each of five agencies in as many different cities, would I have been any worse off today? Would my "market value" have been more or less?

HAD lunch today with a chap $oldsymbol{ol{ol{ol}}}}}}}}}}}}}}}}}}$ chasing pay envelopes about the same time I did. In the course of the conversation he said, "Let's seethat was in 1923, wasn't it? Oh, yes, I was up in Toronto that winter. Spent six months there, and then I went over to Detroit for a while." And a little later: "That was just before I left Chicago. Must have been about two years ago." I don't believe he's been in any one place, and certainly not in any one job, for more than two consecutive years. By all the rules of our timehonored platitudes, I should be able to regard him with an air of assured superiority. And yet-what advantage do I have over him? He has acquired just as much evidence of materal success as I have, perhaps more; and he has a wealth of experience that I can't begin to equal. He's planning to take his family to Europe this summer, while I'll probably spend an equivalent amount on papering and painting new hardwood floors. He has a job that's good now, but won't last; when he comes back, he'll find another. At least, he always has. I have a job that's also good, and promises to become better. provided I make it the most important thing in my existence and give up a host of other things that greatly appeal to me.

Who's ahead—he or I? When we reach fifty, who will have got the most out of life?

I know another chap who's had at least eight jobs in about as many years. He jumped from New York

[CONTINUED ON PAGE 52]

Mr. Chase Broadcasts the Beans

By Kenneth M. Goode

F Mr. Stuart Chase were asked by our Government to manage the Mississippi next flood, he would doubtless begin by teaching all the citizens of Louisiana to swim. So he proposes to reform advertising by exposing its weaknesses to the man on the street.

In his new book, "Your Money's Worth," Mr. Chase is not content merely to spill the beans. He broadcasts them. Yet no advertising man can accuse Mr. Chase of being unclubby. Every paragraph proclaims his stalwart superiority to our redeeming weaknesses. On e doubts whether he will even consent to profit by the able advertising of his book by some unregener-

ate soul over at Macmillan's. Possibly his collaborator, Mr. Schlink, takes the tainted money from copies sold by this advertising, while Mr. Chase revels in the royalties from those who discover their book purely by accident.

Mark Twain said he had published his memoirs in the North American Review—confidentially. So long as Mr. Chase confined his cleverness to the intelligentsia of the New Republic it remained a strictly private fight. But the Book-of-the-Month-Club's arbitrary distribution of "Your Money's Worth" to the general public entitles every advertising man to examine not only the animus and good taste of the attack, but its competency as well.

"Your Money's Worth" is an attractive book. Jet jacket snapped up with Chinese yellow furbishes a black cover with a light green spot. Delightfully written, each chapter headed by an apt quotation from "Alice in Wonderland," it makes as





THE above photographs show Stuart Chase (right) and F. J. Schlink, co-authors of "Your Money's Worth," the much discussed criticism of advertising to which Mr. Goode replies vehemently herewith. Mr. Chase is well known as a business investigator, once associated with the Federal Trade Commission. He is the author of "The Tragedy of Waste" (Macmillan, 1925), and has contributed numerous magazines articles. Mr. Schlink is an exponent of applied science in industry and was for a long time assistant to the director of the National Bureau of Standards

fine a piece of sales copy for the U. S. Bureau of Standards as any agency ever did for any client. Every advertising man attacked, directly or indirectly, in its 285 pages, will rejoice in the skill with which Messrs. Chase and Schlink have "sold" their own story. On the other hand, those pundits in Washington whose weights and measures Mr. Chase would have replace our rude salesmanship, may be sorely puzzled to fix the practical value of "Alice in Wonderland" and green decorations in a chastely scientific thesis.

Let's ask Mr. Chase to pick up a copy of his own book. Let him study its narrowly partisan presentation of advertising. No hired copy writer could more skillfully have played up our weak points. Or more studiously avoided facts in our favor. No copy man could argue more seductively for his own goods. Then let Mr. Chase remember that, while he does this with gusto as an amateur, the average advertiser must do it to

earn his living. Finally, let Mr. Chase recall that advertising is seldom responsible — directly or indirectly - for the production of goods. The factory office is Mr. Chase's proper target. Shut down all production for three months, and "intensive" selling will disappear with all its abuses. However feeble, misdirected and wasteful advertising may be, it is courageously tackling to the best of its ability a dangerous situation brought on by economic stupidity in higher places.

Obviously, therefore, it is futile to berate advertising because advertising turns human weaknesses to its own advantage. Or condemn advertising men because we

grab for people's emotions rather than gamble on their intelligence. So do politicians, playwrights, poets, and—when occasion allows—public accountants and engineer-physicists!

In the good old days, a lady's stoutsoled boots buttoned high over common sense lisle stockings. Her hat, too, was large and generously ornamented. There was honest value to warm the cockles of the Bureau of Standards! Today she wears, over sheer silk, scandalously ineffective openwork sandals. Her hat is but a natty bit of plain felt. Advertising—as such—had next to nothing to do with this sightly escape from sanity. And advertising, thank heaven, can do practically nothing to alter it. A woman throws away a fur coat, not because it's worn out, but because her cook gets one like it. A man trades-in a scarcely used car because he sees his neighbor's new model.

People are like that!

One of the advertisers of the class

[CONTINUED ON PAGE 65]

THE · EDITORIAL · PAGE

The Courage to Compete

The begins to look as though we are entering upon a new era of consolidation, similar to the one which ushered in the present century.

With one industry after another witnessing the formation of powerful combinations, American business men in many lines are becoming somewhat concerned. Competing with a group of competitors of almost one's own size and importance is one thing; competing with a group of one's former competitors who have grouped themselves into a big combine in order to take advantage of the possible savings in administration and the economics of consolidated production, is quite a different matter.

It takes courage to meet this kind of competition. But the courage is not confined to one side. If the small independent is worried by the size and solidarity of his impressive combination competitor, the latter is rather worried over the smaller man's greater flexibility in meeting changing market needs and tastes, and his ability to deal more directly with the details of his enterprise.

Both parties to the competition will learn much if they will make a study of the consolidation history beginning with 1900, for that study will show, on the one hand, what the weaknesses of consolidation have proved to be, and, on the other, what its strengths are. And both of these factors are important for both parties to understand.

To ignore commercial history at this time is to battle in the dark, with all the danger and disadvantages that it involves. The time has come for the top executives to become students as well as administrators.

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Production versus Distribution

A NALYSTS have long been making the general statement that production costs have declined while distribution costs have increased; but it has remained for a New York banking house (Dominick & Dominick) to give us some real figures.

These show that between 1870 and 1920 the cost of manufacturing has been reduced by more than 20 per cent. In the same period the cost of getting goods to ultimate consumers has increased nearly 300 per cent. What is more, in 1870 only 10 per cent of the workers of the United States were engaged in distribution; today the percentage is about 25 per cent.

As someone has said, the only great mechanical laborsaving device which has been introduced into distribution in 100 years is the printing press; meaning advertising. This contrasts with thousands of marvelous labor-saving machines which have so remarkably changed and cheapened production in America. Of course, one might say that the chain store is also a labor-saving distribution "device," but it is not a mechanical device. The new machine venders of nationally advertised goods, described in this issue, may qualify in time for the second mechanical aid to distribution.

At any rate, the facts are clear that we have a long way to go indeed to match the record of the factories in progress. We have, it is true, rendered far more service than in former days through modern distribution methods; but it is obvious that the turning point is reached in this snow-balling process in distribution cost. It must now definitely about face and march toward lower, not higher, cost.

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Just Fifty Years Ago in a Grocery Store

THE speed of modern times is so great that perspectives are neglected. Yet they are delightfully entertaining and even educative.

The New England Grocer has been celebrating its fiftieth anniversary. Very appropriately this has taken the form of contrasting the grocery store then and now. It makes astounding reading, as these quotations will indicate:

"Canned foods were practically unknown. Groceries were sold in bulk. Most of the sugar sold was a somewhat soft, white sugar, called 'coffee crush.' And, of course, there was broken sugar.

"Those were the days when in the grocery store, the codfish (whole, hard and dry), the kerosene barrel and the molasses barrel lay down together, so to speak, and their combined odors typified the grocery store.

"The only herring were smoked herring, strung on sticks running through the fishes' gills, and they were delicious too.

"A slogan, about this time, for the retail grocer was, 'Drain your measure,' especially referring to the cold season, when molasses ran slowly from the measure into the customer's jug and was prone to cling to the sides. It took a long time for the measure to 'dreen.'"

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A Tournament of Giants

REFRIGERATION seemed like an open field a few years ago when the electric refrigerator, with all the giants of the electrical field behind it, swung into the arena. For there were no giants among the refrigerator manufacturers (which may explain why only about one family in five in America had even an ordinary refrigerator).

But when the spectacular operations of the electrical men stirred things up, other giants moved into the arena and entered the tournament. The gas utility companies have now put out gas refrigerators for the home, and they have decided advantages. This competition now threatens to become formidable.

Here come also the big ice companies, whose tails have been sharply trod upon. Squinting at their masterful riva's, they see that the appealing personal thing in electrical refrigerators is the cube of ice which the electric refrigerators so neatly turn out. So the American Ice Co. proposes to package ice! Advertising men who once labored in vain to induce manufacturers even of soap to wrap and advertise their products will gasp at packaged ice! The idea is to sell ice cubes in cartons, all duly trademarked. It is truly a cold day for the objectors to packages and advertising!

Recollections and Reflections—VI

Some Shocks and Thrills In Publishing

By John Adams Thayer

EW know the inside story of Hampton's Magazine; how it was "put out of business" by a combination of interests who desired to quench a series of magazine articles. Credit was denied at all points, even for paper; something unusual in those days, for the paper man was a financial backer of magazines in many instances. In fact, before Everybody's Magazine had got out of the woods our credit exceeded \$200,000.

Ben Hampton possessed unquestioned ability as a publisher, and his magazine was well on the way to success when it suddenly ceased publication. He was one of a number of able young men who obtained their tutelage with Charles Austin Bates, an advertising agent, as did Earnest Elmo Calkins and the late Ralph Holden. Mr. Hampton showed his business versatility afterward by becoming a vice-president of the American Tobacco Company, and has since made a fortune as a moving picture magnate.

But his debacle in publishing occurred after *Everybody's* had reached its zenith of success, and I had retired as a partner. Otherwise our perturbation at the time Tom Lawson's articles were running, might have been much greater.

The first twelve months of Every-body's, under the ownership of the Ridgway-Thayer Company, were comparatively mild and tranquil. The two years which followed could be likened to a three-ring circus, with the active performers trying to avoid the abysses and pitfalls which continually appear.

Fully realizing that a most important factor for progress was organization, we were active that first year in securing the personnel—our coworkers—to assist in paving the way for the prosperity that our energetic minds visioned for the future.

In the many years' service with Munsey, Mr. Ridgway had gained a



Erman J. Ridgway, active partner with the author. Mr. Thayer, in publishing Everybody's Magazine.

knowledge of publishing in all its branches, and his wealth of experience made him invaluable in our triumvirate. In no wise was this better exemplified than in his selection of heads and assistants in the various departments of *Everybody's* which came under his jurisdiction.

Circulation was one of these, and in this department we had successively John F. Bresnahan, the present business manager of the *New York World*, Bert McKinnon, now circulation manager, with a large financial interest, of the *Pictorial Review*, and John F. Kelly, who has become a publisher of many fiction magazines, his last venture, *Acrial Storics*, timed to be issued upon the completion of Lindberg's momentous flight to Paris.

In the editorial department Mr. Ridgway's selections were equally good. John O'Hara Cosgrave, John Gilman Hall, Miss Virginia Roderick, and others did their part in making *Everybody's* successful.

I was likewise fortunate in securing for the art department the services of such able men as Ralph Tilton, Christian Brinton, George P. Metzer and finally Ray Brown, our last art director, who became a stockholder in the company.

In the advertising department I seemingly had more difficulty in obtaining the strong men the work demanded. In fact, I found a number who were better able to sell themselves to me than to sell pages in Everybody's to advertisers; therefore, my activity and personal attention continued incessantly. Always prolific with ideas, however, many of which, perhaps fortunately, were never tried out, I conceived the plan of a luncheon to which many leading advertising managers of publications and some of their assistants were invited. Twenty or more accepted and in a private dining room at Cafe Martin, then on Twentysixth Street, this aggregation of advertising talent put in their appearances. With a definite purpose in mind, which I did not disclose, and with the wish to keep in check the ardor of any guest who might wish to tell some ribald story, I borrowed from the House of Butterick two beautiful wax figures, dressed in the latest mode of paper patterns, and near I had the admonitive sign-"Gentlemen, Ladies Are Present."

The next day, by process of elimination, I decided that any one of the six men present at the luncheon would be able to fill the position of advertising manager of *Everybody's*. These six men, and others who were my guests, have since "arrived," achieving fame and fortune to a varying degree. The one selected and engaged soon after this luncheon was Robert Frothingham, to whom we paid \$15,000 a year, about twice the salary he was then receiving as the advertising manager of *Life*.

[CONTINUED ON PAGE 74],

BRUCE BARTON

ROY S. DURSTINE BO ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street

ВЪР

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

Figures of Speech

Similes and Metaphors Give Nuance to the Tone of the Advertisement

By Johnson Heywood

OST common of all figures of speech is the simile which usually, but not always, brings out striking and pleasant similarities. It can usually be recognized by its mechanism and is introduced by some such word as "like," "similar," "as," and so on. "It was Irvin S. Cobb who spoke of getting up from a meal of broiled ham properly garnished with sweet potatoes and brown gravy "with the comfortable gorged sensation of a python full of pigeons" (respectable alliteration!). To the baking powder manufacture.

The metaphor eliminates the obvious mechanism and actually attributes to the object described the qualities of another; thus, a recent Ivory Soap advertisement calls a bathroom a "tiled temple of cleanliness."

Onomatopoeia is the imitation of a natural sound with a word which reproduces it. "Meow" to describe the cry of a cat, and "ding dong" for the ringing of bells are examples.

Alliteration seems to be one of the figures of speech that is, at present, in bad odor, perhaps because it was so generously used in circus advertisements.

Successful fictionists—and after all they set the pace for all writing except, perhaps, poetry—pour their writings full of smoothly-flowing metaphors, similes and then drop an occasional onomatopoeiac cherry into their verbal cocktails.

For instance, when Arnold Bennett told of the comfort of American railroads, he might have said, "Skilled engineers make your journey smooth and restful; there are no jolts and bumps." But, being Arnold Bennett, what he said was, "The trains start with the imperceptible stealthiness of a bad habit, and come to rest with the softness of doves settling on the shoulders of a young girl."

In a current advertisement a well-known perfume is described with simple adjectives as being "cool and sweet." A poet of many years ago who realized that perfumes were cool and sweet preferred to say that they were "cool as the flesh of children, sweet as oboes."

Food advertising could be made especially spicy by figures of speech, yet some of it is, to quote, I think, H. L. Mencken, "as unappetizing as

Cobb who spoke of getting up from a meal of broiled ham properly garnished with sweet potatoes and brown gravy "with the comfortable gorged sensation of a python full of pigeons" (respectable alliteration!). To the baking powder manufacturer's copy writer I pass on Cobb's simile, "biscuits as light as kisses, and much more filling." I could hardly recommend to a dairy another one of Cobb's, "skimmed milk so pale it had the appearance of having been diluted with moonbeams," although it does seem that the moonbeam picture might hold possibilities for honey.

A summer resort or manufacturer of automobiles or sporting goods might tell of the appetite following a day in the open that could be satisfied with nothing less than "a slice of beef with the thickness and general dimensions of a horse shoer's apron."

Oliver Wendell Holmes constantly used laconic figures of speech. Consider this one: "The world has a million roosts for a man, but only one nest." That could be used for, say, household equipment accounts.

It took a poet to devise the metaphor "the thin silk haze," but it should have been fashioned by an advertising man. Here is another that holds an idea for the advertiser of silks: "Soft, melting, misty gray, like a cow's breath on a frosty morning." Change it to "a fairy's breath" and you have a poetic description of filmy, hazy silk stuffs.

DUT advertising is not bare of figures of speech. The current advertising of Ivory Soap contains many which are striking and original. Take, for instance: "Ivory lather develops as quickly as pride after a twelve foot putt." Another Ivory Soap advertisement begins with, "There may be men who enjoy diving for soap, like pickaninnies after an elusive penny."

A caster manufacturer says that his produce is "As easy rolling as the

new roadster—silent as rubber tires—considerate of floors as one's own slippers." Houbigant, in an advertisement of shaving preparations, says that men dislike the soapy odor of the average shaving soap. By contrast, the copy writer says that his product has a clean outdoors fragrance, "as refreshing as wind over water, as masculine as pipe smoke on a clear night."

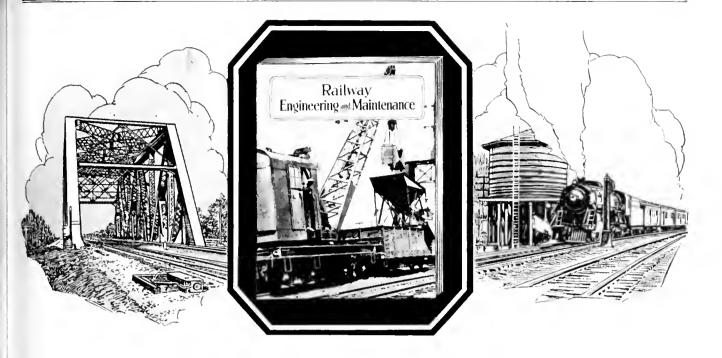
There are exceptions, however, to the rule which frowns upon the use of a figure in which one or both points in the comparison are unfamiliar. For instance: Most of us, it is safe to say, have never been swallowed by a female bovine, but we can, nevertheless, get the full force of the Hoosier expression, "as dark as the inside of a cow."

SINCE the advertising man tries to appeal to millions with a single piece of copy, he should choose word-pictures which are familiar, not only to the well-read but to the millions. Thus, if he were writing ginger ale copy for seacoast papers only he can safely say that it "is as refreshing as a breeze from the sea." But that expression will lose some of its point when read by some 50,000,000 people who have never smelled nor felt a sea breeze.

Kipling somewhere says, "He heard a breech bolt *snick*." I have never seen that word "snick" used in the advertising of fire-arms. To anyone who has ever hunted big game it instantly brings up resistless pictures of the woods and mountains, even though he may not have fondled a gun in years. The one word is as effective as an elaborate painting of a man and his rifle facing a grizzly on a ten-inch ledge.

These two rules will help anyone create similes and metaphors:

- (1) Study writers who are expert at it and try to follow the thought processes they went through in finding good likenesses.
- (2) Practice. Think in similes and jot down those you hit upon.



Another Big Market in the Steam Railway Industry

WHEN you consider that the engineering and maintenance department of the steam railway industry is responsible for the construction and maintenance of all roadway and structures you can readily appreciate the important market represented by this branch of railway activity. In the neighborhood of \$1,350,000,000 is spent annually for maintenance and improvements to roadway and structures.

The engineering and maintenance officers are in charge of all work on tracks, bridges, buildings, and water service stations, and they specify all materials, tools and equipment used in this work.

As one of the five Simmons-Boardman departmental publications that comprise the Railway Service Unit, Railway Engineering and Maintenance is devoted exclusively to the interests of the chief engineers, engineers maintenance of way, division engineers, supervisors bridges and buildings, supervisors water service, roadmasters and their staffs. It is one of the fastest growing business papers in this country.

Simmons-Boardman Publishing Co., 30 Church St., New York

"The House of Transportation"

Chicago: 608 S. Dearborn St. Cleveland: 6007 Euclid Ave. Washington: 17th & H. Sts., N. W. New Orleans, Mandeville, La. San Francisco: 74 New Montgomery St. London: 34 Victoria St., S. W. 1

The Railway Service Unit

Railway Age, Railway Mechanical Engineer, Railway Electrical Engineer Railway Engineering and Maintenance, Railway Signaling

What a Retailer Thinks of Dealer Advertising

By Walter Engard

RECENTLY an advertising man asked me: "What kind of dealer copy gets the favorable reaction of the retailer?" My answer was: "That copy which puts the retailer into the picture and keeps him there."

I take it that the primary purposes for which the manufacturer uses dealer advertising are: First, to sell his merchandise to the retailer, and, second, to keep the retailer selling it.

As I look through the advertising pages of the various trade maga-

zines which come to my desk, I cannot help but feel that writers of dealer copy too frequently confuse

the function of the retailer.

Judging from the character and appeal of a vast amount of the dealer copy appearing in these magazines, the copy writer evidently thinks of the retailer only as a buyer of merchandise when, as a matter of fact, buying is a secondary function of the retailer and incidental to his primary function, that of selling.

Competition in all lines has become pronounced. So many efforts are being made to influence the retailer to buy something, that he has become somewhat hard-boiled. He has thrown about himself a cloak of sales resistance. "No," is the most overworked word in his vocabu'ary, and he has used it so frequently that he has assumed a negative trend of thought. The seller must have imagination. He must go beyond the narrow horizon of the negative mind if he is to arouse the buying interest of the present-day retailer.

Because the retailer makes his profit in selling your merchandise, he is interested in it only from the selling viewpoint. When your dealer copy centers about quality, price, reputation of the maker, etc., instead of profits, sales possibilities, demand, sales helps, etc., you are taking the wrong approach to favorable reaction from the retailer.

You might about as well try to send an electric current over a fence rail as to try to sell him your mer-



Walter Engard
Auto Supply Dealer. London, Ohio

chandise through dealer copy without bringing him and his interests into focus with the merchandise.

At this writing, I have before me several advertisements which interest me. The first I have cut from a recent issue of Automotive Merchandising, advertising auto lamps. It starts off with these words: "\$1.15 A CAR." The dollar sign is the very first type appearing in the copy. It suggests money; I am interested in money; I stop. Further on, I read: "Twenty-two million automobiles will buy \$25,300,000 worth of auto lamps this year. That's \$1.15 from every car that passes your dooror stops. Count the cars, and you'll be counting the dollars that must be spent."

THIS copy puts a new idea in my head. There are about 2000 automobiles in my community. That means there is going to be \$2,300 spent there for auto lamps during the year. By no stretch of the imagination can I picture myself selling at least \$500 worth of these a year. I then begin to calculate the

profit to be made through the sale of this item, and I see a possibility of making an additional \$200.

This advertisement won my attention because it brought my interests quickly into focus with the merchandise. It suggested selling to me and a possibility of adding to my profits. Not a single word in the copy suggested that I buy something.

The second advertisement features It starts off with: air-scales. "LOST! Another Air Gage." The illustration shows a garageman waving his hand and calling to a fleeing motorist who has evidently driven away without returning the borrowed air gage. Why, I have had that same experience scores of times. Is it any wonder that this Then I read: copy stops me? "That's the last time I'm going to let anyone use my gage." The very words I have used time after time. Here is copy that touches one of the most provoking situations with which the tire dealer is confronted.

The writer of this copy certainly knows the tire business. He knows the very words the tireman utters whenever a motorist drives away without returning his gage, but he also knows that the tire dealer will not carry out this ultimatum, for the tire dealer cannot afford to drive his trade away by not giving his customers the courtesy of an air gage. Therefore, he tactfully suggests that if the tire dealer will equip his place with this new improved air-scale, he will solve this problem.

The third example is a full-page advertisement. Across the top is a picture of an automobile. Starting in at the upper right-hand corner of the layout and running down diagonally across the upper part of the page, is a ghost print of a key. The headline reads: "The Key to Car and Accessory Sales." This immediately opens my mind to the possibilities for selling something. It impels me to read the copy. A line close to the bottom attracts my attention: "Five Profits in —— Sales!" Profits! That's what I'm in business for.

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Do Customers Abuse Your Complaint Department?

Some of the Things We Have Learned in Handling Adjustments

By Everett R. Smith

Advertising Manager, The Fuller Brush Company

ECENTLY I found a hair brush being used by a member of my family which had evidently given long and honorable service. It was an excellent brush, although not a fancy one. Costing originally about \$2, it was, however, made of high quality bristles. This brush had undergone such hard wear that it was high time a new one should be purchased. However, I wanted to try an experiment; so I took the brush and, on my personal letterhead, sent it to the manufacturers, calling their attention to the fact that the brush showed great signs of wear and asking them if it should not give better service. Smith is a rather common name and the initials E. R. are not entirely uncommon. There was nothing to indicate my business connection.

Within about ten days I received from the company a new hair brush of the same type and with it merely a very brief note of about two sentences, stating that a new brush had been sent me in place of the one which I had returned.

My conscience probably should have hurt me a bit, but I was too busy wondering if all manufacturers are being taken advantage of by the public, though not necessarily with "malice and forethought." Talks with other manufacturers and with operators of retail stores convince me that we have done too good a job in educating the public. We have educated them to the point where they, in all honesty, use the manufacturer, and frequently the retail store, as a "sucker."

The tire people had the courage to stop it, but that was because they saw themselves headed for bankruptcy if they did not.

Recently a friend of mine told me of an instance in his own family which somewhat hit me below the belt. One day one of our salesmen called at his home, making the usual demonstration of Fuller Brushes to his wife. She mentioned that she had a Fuller Broom, that she had had it for a long time, and it had given splendid service; that after she was through with it, it had been used in the cellar for quite a while and now was in the garage. Our salesman promptly asked if he could see the broom. The broom was worn out, but she claimed that the man who sold it to her had given her to believe that it would last for a year or two. The salesman, perhaps, fell short on his salesmanship, but falling short took the next step and told her to send it to the com-

She sent it in and we sent her a new broom; the complaint being evidently about a Fuller Broom. Her husband, however, happened to know me and, declaring that his conscience was troubling him too much, said he wanted to pay for the new broom.

WE are not worrying about that broom. We are not worrying about all the brooms that may be sent in. The total number of items returned for "adjustment"—which includes repair or replacement of unsatisfactory items—is relatively small. It is probably no bigger a factor in our business than it is in most others, and it certainly is not endangering our profits or financial standing.

But what is going to happen the next time this customer needs a broom? In her case it may not occur, but in most there is a great temptation to send a broom as soon as it gets somewhat worn back to the company for a new one.

The majority of articles returned to us for repair or replacement are quite honestly returned. A large percentage present a very reasonable question as to whether the customer is not entitled to the service. In the majority of cases we believe she is. However, there is an increasing number of cases in which we believe she is not.

I have lately taken to spending a half day in one of our adjustment departments. When I plan to do this, I like to wear some clothes that I don't care too much about.

We open the first package. What is in it? A tooth brush half gummed up with tooth paste. It is yellow; it is dirty. The handle is badly bent, showing that it has been left in, or held for a long time under, scalding hot water. Without doubt this tooth brush has been used for weeks and months. There is no reason for the customer's having sent it back except that he wanted a new brush and thought that he could make us give him one without charging him for it.

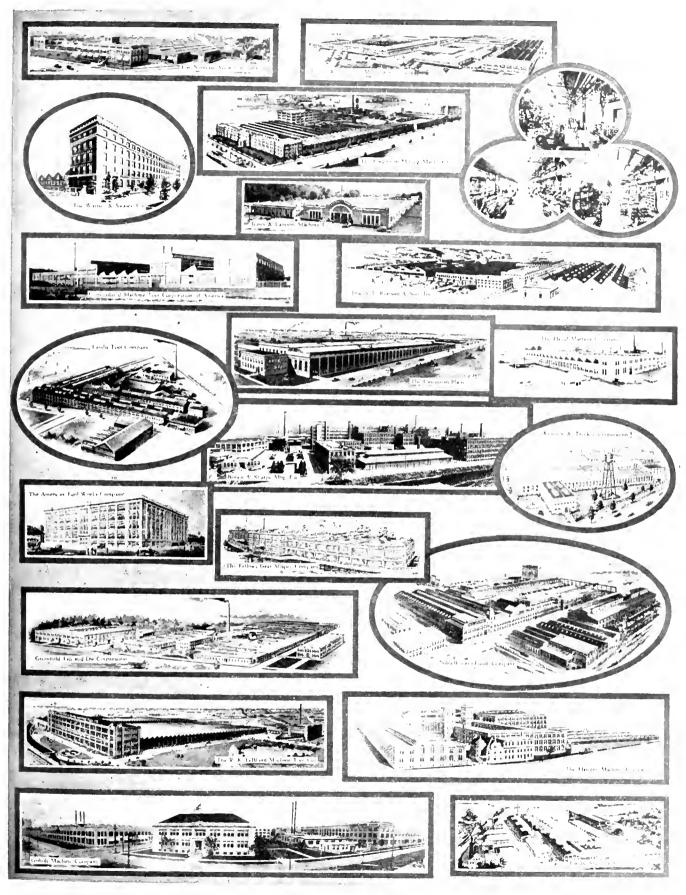
The next two packages may be all right. We open the third and out pops a comb—in four pieces. No one yet has been able to make a pyroxylin or celluloid comb that will not break if it is stepped on or thrown upon the floor with sufficient force. This comb is black with dirt; it is greasy, positively filthy. I wonder whether it was broken before or after the customer made up her mind to send it back to us.

Here is another article: a dry mop, worn down almost to a nub. Upon referring to our records we find that we have not made that particular type of mop for six years.

Here are two sawed off pieces of mop handle. The most cursory inspection shows that it was broken by being beaten over a porch rail or window sill. Well, as we have not yet adopted steel mop handles, we will send her a new one.

Here is a flesh brush of which the pyroxylin handle has been mashed

[CONTINUED ON PAGE 64]



The Machine Tool Builders are typical metal trades plants, in that they are large consumers of metal, castings, forgings, bearings, and all the other things that metal trades plants

buy. They also serve this industry by providing the tools which every metal working plant uses. Thus their market closely parallels the circulation of The Iron Age. Want the complete Iron Age story?

Figures as Advertising Material

By Burr MacMurray

"IGURES? Can't use 'em. . . . Too dull, too dry, too uninteresting!" So speaks the average advertising word-smith.

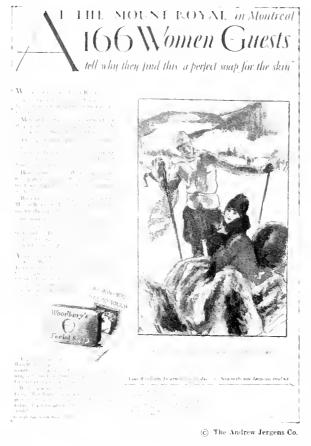
Then along comes the advertising man who isn't in the average class, and when he glimpses figures and statistics he utters a loud whoop of joy-for in his hands and under his direction figures and statistics are made to jump through hoops and to do other novel and interesting things. The uninteresting and dry-as-dust statistics become, in his hands, vital and aggressive advertising material. And he creates an advertisement that is attractive, that is persuasive, and, best of all, an advertisement that is convincing.

He knows how to dramatize figures. He does it with something of the Belasco touch, with appropriate stage setting, with proper lighting that puts the spot-light on the point to be emphasized. And, like Belasco, he seldom stages or produces a failure.

Time was when the visualization of statistics consisted in the aged and over-worked stunt used by the Sunday feature writers and artists: So many of the product, placed end-to-end, would reach Here-to-There. So many of the product, placed atop each other, would equal or surpass the height of the highest building in the world. All of which were good tricks, until worn rather threadbare.

It was a clever advertising man who discovered and instilled in our minds the interesting fact that a stick of a certain shaving soap contained 350 shaves. I do not know how he arrived at that figure, but I have never heard it disputed. That particular advertisement was one of the best shaving soap advertisements ever printed. I suspect that it more than paid its way!

Are figures and statistics dull and uninteresting? It all depends on who is handling them—and how. The tyranny of tradition has held that figures are not sound advertis-



ing material; in particular, this has been said to be the case in advertising to the mass instead of class.

"Figures are all very well for trade-paper advertising," it has been said. "Statistics are great weapons when you are shooting at engineers, architects, plant superintendents and the like. They literally eat up figures; they are statistic hounds with the keenest noses. But when you are talking to the layman, lay off the figures. They don't want 'em!"

THINK some of the most substantial and effective advertising ever printed was built around figures and statistics. If I am right it might be well to sentence this particular tradition to the limbo of useless gadgets and gimeracks.

Wasn't there an outstanding campaign a few years ago that caused consternation among the kitchen cabinet makers in the Kitchen Cabinet Belt of Indiana, because of the lucidity, drama, forcefulness, sales and good will it created? That cam-

paign was built around figures and statistics. That copy pictured in a convincing manner the fact that the average housewife was forced to walk 996 steps in the preparation of a simple dinner and 446 steps to prepare breakfast. It was copy that hammered away on the lost motion, the excessive and preventable fatigue caused by all these needless steps.

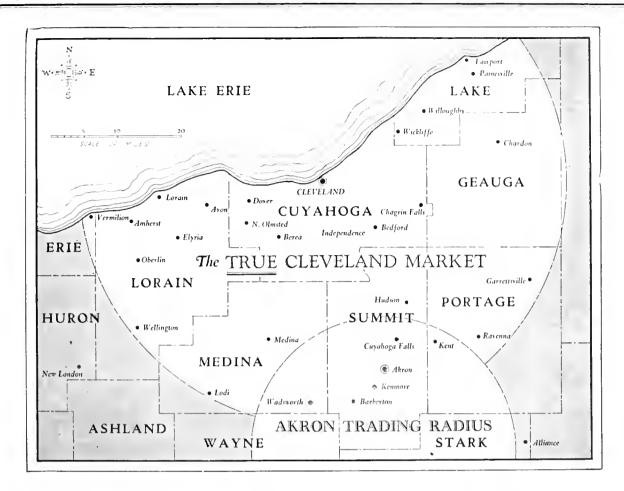
Someone buys a certain make of automobile tire every two and one-quarter seconds. Offhand, I can't think of a more dramatic manner of putting before the public the volume of sales of this concern. Cold figures giving the volume numerals would fail to put over the thought; figures quoting the dollar-value of the sold output would also fail; but when you and I are told that some one buys one of these tires every two and a quarter seconds it makes an impression. Possibly the very next time we need a tire, we will call on the local dealer of these tires.

When Michelin says that thousands of motorists "get more service" out of Michelin tires, the fact takes hold. Soon there'll be vaudeville wise cracks about "eighty per cent more service."

A trunk manufacturer recently featured full page space in dramatizing the story of a trunk that had traveled 335,200 miles and remained in excellent condition. The story was well told, pictorially and typographically; the layout and text blended splendidly. I know of no better way of impressing the traveling public with the quality of that brand of trunk. It reminds me of the time when I was handling the advertising of a certain brand of trunk. We loaded up a trunk with cement blocks and stones and tossed it out of a fifth story window. The resulting story, liberally padded with statistics and figures, proved to be one of the best advertisements we ever used.

The other day I noticed a piano advertisement which shouted the

[CONTINUED ON PAGE 56]



BIBLIOGRAPHY

(Sources of Information)

So that you may prove for yourse! If that the TRUE Cleveland Market is what The Cleveland Press says it is; so that you may realize that The Press has the almost unanimous support of every unbiased marketing authority when it says that this market does NOT cover all of northern Ohio, or all of northeastern Ohio, or even any considerable portion of it, we submit here the sources of information upon which we have based this conclusion.

Paragraph 9, on the first page of any Cleveland publisher's statement to the Audit Bureau of Circulations.

Page 205, Standard Rate & Data Service, June, 1927.

206 Northern Ohio Gracers. (Copy of survey upon request.)

Page 10, "A Merchandising Atlas of the United States," a major market study issued by Cosmopolitan Magazine, 1926.

Page 204, Column 1, Editor & Publisher's "Market Guide for 1927."

Page 278, lines 242, 243, 244 of "Population and Its Distribution," Fourth Edition, compiled by J. Walter Thompson Company, 1926.

22 leading Cleveland Retailers. (Copy of survey upon request.)

45 leading Cleveland distributors, veholesalers and jobbers of nationally advertised products. (Copy of survey upon request.)

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroit · San Francisco



A LLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago Seattle · Los Angeles · Portland

FIRST IN CLEVELAND

SCRIPPS-HOWARD

LARGEST IN OHIO

British Reading Habits

By Amos Stote

HEN you put aside goodly sums of money for the purchase of advertising space, you have, I hope, a fairly defined, and possibly accurate conception of the various classes of people you will reach through the media you employ.

In other words, you feel that you have some reasonable basis from which to judge the reading habits of your country. Apply that same standard to Great Britain and you will find your appropriation going out and something all too close to nothing coming in.

This is due to a difference in habits of reading, so far as the mass of the people is concerned. Many an American ad-

vertiser has insisted on allocating his British appropriation to parallel as nearly as possible the plan he followed at home, and has felt it a personal affront when the returns have not been what he expected.

The situation cannot be explained by merely stating that because of the size of this island certain great London dailies give the most adequate national circulation. Nor is it a question of the comparatively small annual subscription lists of the magazines, due to postal rates being so high as to make the sending of heavy publications by mail a burden upon the publisher.

What makes the very important difference between the reading habits of Britons and Americans is due chiefly to income, economy, social practices, and use of the waking hours of the day.

I question if the British public is, per capita, a larger buyer of daily papers than the American. Perhaps the reverse is true; but not to any notable extent. What is certain is that the Briton is a more thorough reader of his newspaper, which over here is not composed for headline digestion as is usually the case in the States. The first paragraphs do not give résumés of the whole story, nor are the people here content with such abbreviations. They want the whole news and everything that pretends to be news, or gossip. They are especially interested in anything

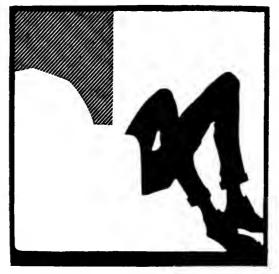


Illustration from an advertisement of Buoyant Chairs, London

having to do with sport and betting.

One seldom finds newspapers left about on bus or underground seats. They are carried home for family perusal or for uses such as wrapping parcels and building fires. Thousands of people walk to and from work, covering distances which would be considered riding journeys by the majority of Americans, and they carry their papers with them, reading them at odd moments during the day.

THE good magazines are expensive—they usually cost a quarter or more—and are few in number and seldom of the popular type so far as fiction is concerned. The array of British authors known so widely in America does not, generally speaking, contribute to the magazines.

Short stories have no great vogue with the upper-middle class. The magazines worth reading either carry essays and learned articles by men of authority but of no pronounced literary ability, or feature country life, sports, society and excellently reproduced pictures.

The cheap magazines, known here as weeklies, are cheap in every sense of the word; in contents, in appearance, and in appeal. They are read by the lower class mass and have, in several instances, well proved pulling power for mail order advertisements of low priced articles.

These publications, and some of the newspapers, get their circulations by every method other than simply on the merit of the reading matter they offer. Cross word puzzle prizes and insurance are very great circulation stimulators. Such a thing as a batch of current, popular magazines on library or living room table is practically unknown here, even in the better class families. Only the beautiful sporting and social magazines will always be found in the homes of the upper classes and in clubs and hotels.

On the other hand you will find scarcely a family with the least pretention to even casual education that does not hold

cards to from one to three lending libraries. The local free libraries are generously patronized, and the privately operated libraries do an enormous business.

Contradictory as it may seem, the British public does not in the least mind paying quite a large fee for membership in the private libraries; the reason being, that the majority of subscribers make sure that they get their money's worth. The famous Times Library, operated by the even more famous newspaper of that name, charges for membership four dollars a quarter, to those who demand books at the moment of their publication.

Sixteen dollars a year seems to be quite a sizeable sum for people to pay who object to spending twenty-five cents for a magazine, but the British novel-history-biography-philosophy reader sees it differently. Instead of having to buy books at from one-seventy-five to two-fifty each, he reads them as soon as they are out for a few cents each.

Of course, there are lower library rates for those who are willing to wait a few weeks for the latest books; but at whatever rate readers subscribe, most of them get their reading for a very small fee.

A London publisher recently told me that the advance orders from the big lending libraries which are privately operated for any book by a popular author will frequently be for

[CONTINUED ON PAGE 79]



Do You Want to Be a Lindbergh?

THE first solo flight, the first breath-taking landing, the first terrifying parachute jump—Lieutenant Deuel tells a thrilling story of the training that Lindbergh went through, the course that all military aviators must take before qualifying as full-fledged pilots.

And at this time, when interest is focused so intensely on flying, McCLURE'S increases its fast-growing circle of friends by publishing just such stories as these—timely stories of youthful struggle and achievement which appeal to those who are reaching out for the better things of life. With such an editorial content and with an amazingly responsive audience, a fast growing number of the better known advertisers find that it always pays to—

include McCLURE'S

New MECLURES The Magazine of Romance

119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.

The 8pt. Page Odds Bodkins

W ELL, at last our National Government has got the consumer viewpoint!

I have just received a form letter from the Treasury Department at Washington advising me that my income tax return for the calendar year 1926 has been examined and is considered to be correct as submitted.

To be sure, a qualifying paragraph is added to the effect that it can be reopened should information be discovered subsequently that would alter matters. But that's only a legal clause. The fact is, Secretary Mellon or Commissioner D. H. Blair, or somebody down in Washington, is a human being and realizes that people would like to know that their account with their Government for the past year has been audited and is O.K.

-8-pt.-

My vagabond friend, Tom Dreier, has dug up some interesting facts about John Wyclif, one of the early "pamphleteers," who died in 1384. It seems that when Wyclif started out in his great campaign to purify the church, his first appeals were to the rich and powerful. He used the dry Latin of the schoolroom. Seeing that these aristocrats were not in sympathy with his ideas and that he could not count on them to help him in his fight, he showed his genius by going directly to the people.

He began to talk to the common people in rough, homely prose, the language of the trader and the farmer. His illustrations were taken from the common life. He died without seeing the fruits of victory, but his teachings, sent out in tract after tract, cleared the way for freedom in religious thinking that came later. He was the first of the reformers to use in books the English upon which our language of today is founded.

In short, he was one of the first great advertisers.

—8pt—

The Organization Service of the Chamber of Commerce of the United States has compiled a list of city and town slogans which will prove interesting to those interested in community promotion.

Personally I have always had a sort of a grouch about city slogans ever since Springfield, Massachusetts, refused to get excited over the slogan I suggested for their homelike community. I still think it is good

"Springfield, the business-like home city, the home-like business city."

—8-pt—

Last week, The Tailored Woman, a New York specialty shop, ran an advertisement in the New York papers which struck me as being exceptionally well done. It read:

Will Close Out
Today Friday
85 Summer Frocks and
gowns consisting of models
in printed crepe de chine
flat crepe and figured radium
silk.
Originally priced
up to \$88.50

\$25.00

It is the heading that strikes me as being so especially good. It is calculated to get buying action.

Sale Price

--8-pt--

If people will do things that interest me, I suppose there's no avoiding giving them some free publicity.

For instance, take the circular Marchbanks has just sent out featuring the new Marchbanks type face. Here it is, in reduced size:

MARCHBANKS

₩ Here is our first showing of the Marchbanks type, which, we firmly believe, some people are going to use to their advantage It's black as hell

Marchbanks

Pack my bag with five dozen liquor jngs!-,[]()?"\$-:1234567890ffifffff

The simplicity of the thing as an announcement appealed to me a lot. Then I struck that gem of a line, "It's black as hell," and paused to enjoy it. But it was the two lines introduced by



the little first—"Pack my bag, etc.," which carried me back to my boyhood days, when I used to sprawl out on the floor with a Bruce Type Foundry catalog and dream that I would some day own some of the 3A 162 fonts of type similar to the new Marchbanks, which were "sampled" in the catalog with lines such as, "Seven men lose dice at Sunday School Pic 12345\$."

And one day my dream came true! I became the proud possessor of five fonts—6 to 18 pt.—of this type. And

thereby hangs a tale.

Ever since my eighth year I had owned a little printing press with a few fonts of battered type. One summer in my early teens I went to visit in a little town in Pennsylvania, where as naturally as water seeking its level I gravitated to the local print shop to exchange professional experiences with the local printer and publisher, who it should be added in passing also lectured extensively on the Oberammergau Passion Play, which he had never seen.

I was promptly enlisted to "kick" the Gordon jobber, a privilege which I would not have dared dream would ever be mine. Forsaking the hospitable home of my sister, with whom I was supposed to be visiting, I spent all my days in the dingy print-shop feeding Form A296-1 report sheets, destined to be used by a local cement company for keeping time records.

At the end of the long, wonderful week which marked my professional debut as a job press feeder, the printer-publisher-lecturer presented me with what seemed to me at least half a ton of type, which, upon reaching home, I found so hopelessly worn that it was

utterly unusable.

But a great idea came to me: I could trade it in as old metal for, say, a quarter of a ton of new type. And so after several evenings of poring over the type catalog, I set forth boldly for New York one morning on the Mary Powell with a backbreaking bundle and returned that night with five fontscount them five!—of shiny new type similar to this hellishly black March banks 1234567&\$ffiffl.



JUST ONE OF THE 90,000 FOR INSTANCE—

"I sent her (a bride) the House Beautiful (for Christmas). Result—a new home of more personality than most couples attain after years of experiment——"

Simple words, these—

But in one short sentence they tell how The House Beautiful functions—

For the benefit of its 90,000 readers—And the profit of its Advertisers!

Circulation 80,000 Net Paid (ABC) Rebate-Backed, Guaranteed — with a surplus in excess of 10,000 more.

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

Diagnosing a Sick Business

[CONTINUED FROM PAGE 20]

ing. The unfortunate thing about it is that they were considered good average salesmen.

Training of salesmen is fundamental in developing an efficient sales force. The better they are trained, the better they will produce. This is particularly true if they are properly selected in the first place, as discussed under the previous head. Superficial and slipshod training is tremendously expen-

- 4. Do salesmen need better and more effective stimulation? There is nothing so conducive to good work as a feeling that good work will be suitably rewarded. Stimulation of salesmen may come from a bonus system, a profitsharing plan, a sales contest, or simply from a demonstrated policy of increased salaries when sales and profits warrant it. The salesman who is not suitably rewarded for extra and maintained effort does not perform at his
- best.
 5. Do salesmen need better supervision? Every salesman, even the star, is entitled to and should have proper supervision. Accurate sales and salesmen's reports provide the only possible basis for adequate and proper supervision, and without such reports intelligent direction is impossible. And a sales force without intelligent direction and supervision is like an army without a commander.

C. Pertaining to Territories.

1. Are sales territories small enough? Almost invariably a business in its developmental stage goes after the cream of the market first. This means large territories; territories that are almost always too large when the time comes for going after the skimmed milk of the market.

No salesman can do justice to a territory which is so large that he cannot cover it thoroughly and frequently. And in spite of the natural opposition of the salesman to a reduction in the size of his territory, it very frequently develops that with a smaller territory he does a larger volume of business.

To make that nice adjustment of territorial boundaries which will enable the salesmen to get the maximum of volume and profit out of their territories is an important function of man-

agement.

2. Do sales territories need more intensive cultivation? As stated before getting the cream off the market is a comparatively simple task. The real job is to get the skimmed milk. Toomany organizations are using the same tactics to get the skim milk as they used to get the cream, not realizing that once the cream of the market is gone it takes intensive detailed cultivation to get any business.

Careful analysis of market possibilities, with a detailed listing of prospects and a definite program of reaching every prospect and reaching them frequently, and enough man power to do the job right, is the only way of getting maximum results from any territory in a competitive field.

3. Do territories need to be laid out

more efficiently? Inefficient territory layout is frequently responsible for waste effort and waste money. It is surprising to see the number of concerns which have not yet learned that state lines are only political and not commercial boundaries. A readjustment of branch, or distributor, or salesmen territories on a basis which will permit the most efficient and economical coverage may mean the difference between a profit and a loss.

4. Are salesmen routed efficiently? Although there are many times when salesmen should be permitted to route themselves, there are also many times when such a practice is wasteful in the extreme. I recently checked a salesman's movements for a month over the State of Indiana, and found the most amazing lack of system. He skipped a large number of good cities entirely, spent too much time in some poor cities, and altogether spent three times as much in railroad fare as he ought to have done to see the same number of prospects the same number of times. It will pay any sales manager to check occasionally on his salesmen's routings, if they route themselves. Often, also, it will be a salvation to the salesman to have his route definitely fixed for him and to be compelled to follow it without deviation.

D. PERTAINING TO ADVERTISING.

1. Is there enough advertising to do the required job? Advertising is a powerful sales weapon whose potentialities, when properly used, are very great indeed. Advertising, properly conceived, intelligently directed, and consistently pursued, is not so much an expense as an investment; an investment in consumer and trade good will which cannot be measured in dollars and cents. It is almost impossible to over-advertise in the sense of doing too much advertising. But unfortunately it is all too easy to under-advertise. And inadequate advertising is extremely wasteful.

2. Is the advertising as good as it might be? Even more important than more advertising is better advertising. Advertising may be weak in a number of features-copy theme, manner of treatment, size of space used, art work. media, etc. Each and every one of these features should be carefully analyzed and strengthened where needed, for it is axiomatic that a good campaign of \$100,000 may be equal in effectiveness to a mediocre campaign of considerably larger proportions.

E. PERTAINING TO OUTLETS

1. Are there enough outlets for the product? Other things being equal, the more outlets for a product, the greater the volume of sales. Of course, there are times when exclusive dealers are necessary and other times when distribution must be limited to only a relatively few outlets in each city. Good management will attempt to get as many outlets as are consistent with the character of the product, and also —and this is important—as is consistent with profit possibilities of the

dealer. In other words, with some types of products particularly, the wise manufacturer will see to it that his dealers make money on his product. This may dictate a limitation of outlets, but it is necessary if permanence and stability are desired.

In most cases, however, the number of outlets can be increased materially by intensive cultivation, and great good

will result.

2. Is it possible to get better outlets than at present? We are all too prone to accept the status quo with regard to distributing outlets. This is enervating. Constant lookout for better dealers is necessary if volume is to be main-

tained and increased.

3. Is sufficient effort being made to make better merchants out of present dealers? This is a point all too often neglected. Are salesmen equipped and qualified to help dealers become better merchants? Are dealer helps such that they actually are helpful? Do salesmen work with the dealer in showing him how to sell the product? Unless Unless these questions can be answered in the affirmative, an opportunity for building volume is going unheeded.

Along with all of this there must always be a conscious effort to win dealers' good will. A policy of oneprice-to-all, of fair adjustments, of intelligent cooperation, and of helpful service is one of the most potent good will builders you can find. Do not

neglect it.

F. PERTAINING TO MANAGEMENT.

1. Has the management a complete knowledge of markets? The lack of adequate market knowledge is one of the most patent weaknesses in business today. There is too much seeking for the elusive greenness of distant fields and not enough concentration in known territories. Many a manufacturer has gone broke trying to cover the country when he might have made a killing in his own back yard. Knowing who your customers are, where they live, where they buy, how they buy, and why they buy, is the secret of successful merchandising. Without that knowledge of markets the manufacturer's efforts cannot possibly be intelligently directed; with it his chance of success is increased a hundred fold. This is the field of market analysis and research.

2. Is knowledge of competition complete and accurate? The wise manufacturer today respects his competitors and seeks every legitimate avenue of information about them. It is axiomatic that the more you know about an adversary the better equipped you are to combat him. Knowledge of where your competition is strong or weak is exceedingly important in sales, yet many manufacturers make no scientific effort to obtain such data. True, it is sometimes difficult to obtain. but it is certainly worth the effort.

Here again, trained investigators or research men can function to good ad-

vantage.

3. Is complete and accurate knowledge of current sales statistics avail-

KNOWN MERIT



MARCIA MEAD

Home Building





"PLEASURE TO RENEW"

That's what N. Roy Miller, Advertising Manager of Willson Goggles, Inc., has written in sending us our new order.

"And," he continues, "we are sure that the contract year to come will be even more productive of present and accumulated results than the current year."

In making up your schedule for 1928, be sure to include DRUG TOPICS, that you may share the enthusiasm of advertisers who find it a "pleasure to renew."

YOU'D BE SURPRISED

—if we should burst right out and tell you the names of the leading "consumer" publications that appeal to us regularly for drug trade statistics to pass on to their advertisers and prospects.

Certainly we ought to be proud to tell you that our recent inquirers include what are alleged to be the two most important consumer publishing organizations.

They have evidently discovered, as have others, that we know our stuff, and if you want to know about the drug field—the place to come is to DRUG TOPICS.

5-YEAR-OLD ADVERTISEMENT

From a New Paltz (N. Y.) druggist-reader comes a request for the present whereabouts of an advertiser whose sales message appeared in small space in Volume 38.

The thoughtful members of the congregation will recall that this volume was made up of DRUG TOPICS, January to June (inclusive), 1922.

And they will be rightly stirred by the realization that the advertisement under discussion is enjoying the ripe old age of five years!

Which is decidedly worthy of fleeting consideration in view of DRUG TOPICS advertising rates. These are based on one reading of a DRUG TOPICS advertisement by 43,000 druggists. The rate is lower per thousand than that of any other drug publication in the history of man. The circulation is now over 50,000.

One reading, mind you!

How would you go about deciding upon a fair rate for an advertisement that

was to be cuddled, cajoled and fondled for five years, and was then likely to demonstrate its inquiry-producing magnetism anew?

FIRE WHEN YOU ARE READY, GRIDLEY

A few months ago, the only opaque item in the feminine wardrobe was the raincoat.

But you can see through that, now.

***** INQUIRY No. 781

"Please advise weighing machine company that advertised in DRUG TOPICS to send prices and booklets on weighing machine which prints tickets to us," urges Battiers Pharmacy, Inc., Memphis.

We passed the inquiry on to the DRUG TOPICS advertiser (General Vending Corporation) and were told that over seven hundred druggist-readers of DRUG TOPICS had also written them direct in answer to their initial DRUG TOPICS advertisement, requesting similar information.

(Stage whisper.) What have you got that simply cannot be profitably advertised to the retail drug trade?

FISH STORY

According to Printers' Ink (June 30th), it remains for Norway to find another use for herring besides drawing it across a trail.

At least, it is stated that Norway is to advertise its herring. And we cannot force ourselves to believe that Norway will concentrate on the trail disguising faculty of its favored fish. New uses will be found, we'll wager.

Meanwhile, it is only quoting history to record that herring drawing has occasioned few detours in the drug trade field. The preference of advertisers for DRUG TOPICS continues uninterruptedly.

Drug Topics

The National Magazine of the Drug Trade

TOPICS PUBLISHING CO., Inc.

WHOLESALE DRUGGIST, DISPLAY TOPICS, DRUG TRADE NEWS

291 Broadway, New York Atlanta Chicago St. Louis Boston Cleveland San Francisco able to management? In this day and age selling is more and more coming to be a matter-of-fact information. In every business there are in the ordinary day to day records facts which, when properly analyzed and interpreted, provide the only sound basis for proper management.

Sales statistics are vitally important, particularly when presented in graphic form for easy assimilation, and more particularly when prepared and presented under the direction of one who is not only trained in statistics, but who is also and primarily well grounded in merchandising and selling experience.

With the above tabulations as a guide—and it is only meant to be suggestive—it should be possible to determine quite readily what is wrong with a particular business. And, when you know this, the proper remedy prompt-

ly suggests itself.

Experiences in Racine

[CONTINUED FROM PAGE 22]

newspapers offer the cheapest distribution of any offer we wish to make. But for years we mailed and distributed some 400,000 books per day. And we built our husiness on those discarded methods.

Later we graduated from that and got into the newspapers. We secured results at one-third our former cost. We came to spend \$400,000 a year in newspaper advertising, and the results at that time made me the leader in proprietary advertising.

I spent six and one-half years in Racine. Office hours began at seven o'clock in the morning. We knew that extra hours gave us an extra advantage. And we were competing in on of the hardest fields that advertising ever knew.

But my day never ended at th office. I had a typewriter in my home I considered medicine as but one iten though a supreme test of advertisin skill. So I devoted the rest of my waking hours to outside enterprises.

The J. L. Stack Advertising Agenchandled the Dr. Shoop advertising arranged with them to write all of their advertising. Racine was a manufacturing center, and I set out to develop, after office hours, advertising enterprises there. From each I learned

a great deal.

One of the clients of J. L. Stack wa Montgomery, Ward & Co. I wrote an directed their advertising. Many ne merchandising plans were inaugurate The everlasting argument was again; dealing with people in the mass. For instance, a woman wrote in about sewing machine. She had that, ar nothing else, on her mind. The syste in effect then was to send a gener catalog, treating all inquiries alike.
urged that every inquirer should treated like a prospect who comes in a store. We had a special catalog (sewing machines, showing every sty and price. We sent every inquirer t names of all in her vicinity who he bought our sewing machines. We ask her to see the machines and to ta with their owners.

There I learned another valual principle in advertising. In a wicreaching campaign we are too apt)

Introducing a new and better Cigarette









THE battle for supremacy in the field of 15¢ cigarettes is a battle of giants, with the fury of the competitive fray constantly waxing warmer. Yet OLD GOLD, the new contender, appearing in the lists a few months ago, has already gained a substantial foothold in this vast and hotly contested market.

Discerning smokers place the credit

where it belongs. They rightly attribute OLD GOLD's rapid growth to the fact that O. G. is an exceptionally fine cigarette; a smoother cigarette, with "not a cough in a carload." We are proud to have been selected by the P. Lorillard Company to assist in planning and preparing the advertising for this better cigarette.

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & CO. (for 1928)

LENNEN & MITCHELL, Inc.

An Advertising Agency Serving a Limited Number of Large-Volume Advertisers

17 EAST 45TH STREET, NEW YORK CITY



Your Attention Is Directed—

to a rural territory in which the per acre crop values are among the highest in the country—a territory which is the trade zone for Richmond, Baltimore, Philadelphia, and Pittsburgh. Here kindred soils, kindred crops, kindred people, and kindred financial and business interests combine to offer advertisers an exceptionally profitable field.

The farmers in this region raise, on their own land, four-fifths of what they use for living purposes, and consequently their buying power is high above the average. No "one-crop system" for these farmers.

This widely diffused buying power can be reached as one unit through the advertising columns of the Southern Planter. The Southern Planter and the southern farmer have held each other's respect for 87 years, and your advertising, placed with us, will benefit by the confidence born of this long association.

The Southern Planter Richmond, Va.

JAMES M. RIDDLE CO.
Chicago New York Atlanta
Kansas City San Francisco

regard people in the mass. We try to broadcast our seed in the hope that some part will take root. That is too wasteful ever to bring a profit. We must get down to individuals. We must treat people in advertising as we treat them in person. Center on their desires. Consider the person who stands before you with certain expressed desires. However big your business, get down to the units, for those units are all that make size.

Schlitz Beer was another advertising campaign which I handled for J. L. Stack. Schlitz was then in fifth place. All brewers at that time were crying "Pure." They put the word "Pure" in large letters. Then they took double pages to put it in larger letters. The claim made about as much impression on people as water makes on a duck.

I went to a brewing school to learn the science of brewing, but that helped me not at all. Then I went through the brewery. I saw plate glass rooms where beer was dripping over pipes, and I asked the reason for them. They told me those rooms were filled with filtered air, so the beer could be cooled in purity. I saw great filters filled with white wood pulp. They explained how that filtered the beer. They showed how they cleaned every pump and pipe. twice daily, to avoid contaminations. How every bottle was cleaned four times by machinery. They showed me artesian wells, where they went 4000 feet deep for pure water, though their brewery was on Lake Michigan. They showed me the vats where beer was aged for six months before it went out to the user.

They took me to their laboratory and showed me their original mother yeast cell. It had been developed by 1200 experiments to bring out the utmost in flavor. All of the yeast used in making Schlitz Beer was developed from that original cell.

I came back to the office amazed. I said, "Why don't you tell people these things? Why do you merely try to cry louder than others that your beer is pure? Why don't you tell the reasons?"

"Why," they said, "the processes we use are just the same as others use. No one can make good beer without them."

"But," I replied, "others have never told this story. It amazes everyone who goes through your brewery. It will startle everyone in print."

So I pictured in print those plate glass rooms and every other factor in purity. I told a story common to all good brewers, but a story which had never been told. I gave purity a meaning. Schlitz jumped from fifth place to neck-and-neck with first place in a very few months.

That situation occurs in many, many lines. The maker is too close to his product. He sees in his methods only the ordinary. He does not realize that the world at large might marvel at those methods, and that facts which seem commonplace to him might give him vast distinction.

Mr. Cyrus H. K. Cnrtis, of the Curtis Publishing Company, told me an interesting incident connected with that Schlitz campaign. He had never drunk beer, had never admitted the word beer or wine to the columns of the Ladies' Home Journal. But he took into the diner on a train a copy of Life containing one of these Schlitz ads. It so

?

The Old Question of Catching Flies

Which Do You Use Vinegar or Molasses?

Cartoons are the 'friendly' style of art work. They attract readers. So, like molasses, they catch flies.

In a recent advertisement, Lord & Thomas and Logan, made the very interesting statement that, "Every Advertising Illustration Should Tell a Selling Story Just As a Cartoon Tells a News Story."

To which we would like to add—An interesting selling story is good news. And, that when properly planned and developed, it is possible to use cartoons to tell a selling story just as well as a news story. The public will read "selling cartoons" as readily as they now read "news cartoons."

The most popular cartoonists are available for advertising work. They have public recognition and following. Advertisers have already developed many new uses for cartoons in advertising and you too, can develop cartoon ideas that will tell a friendly selling message and tie them up with strong selling copy.

We shall be pleased to co-operate in selecting a cartoonist to meet your particular requirements.

Fred A. Wish
INCORPORATED
12 EAST 41ST STREET
NEW YORK CITY





THE measure of a man's pocketbook isn't the work clothes he wears! Just look at the number of automobiles parked near a building operation or registered in "agricultural communities"!

Highbrow, or lowbrow, the man who has money is the man you must sell. And there's one universal language all understand.

Pictures that "show" your story as vividly as your copy "tells" it carry your product to all classes in ONE message. The magnate lounging in the smoking room of his club responds no less frequently than the laborer munching his sandwiches beside the curbstone pole outside.

Illustrations—in line, halftone or color, all speaking the universal language, are your biggest guarantee against "waste circulation."

> For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \$\iff 230 South 7th St. PHILADELPHIA

impressed him that he ordered a bottle of Schlitz. He wanted to taste a prod-

uct made under such purity ideals.

Among my friends in Racine was
Jim Rohan. He was a clerk on small
salary. He was in love with a school teacher whom his salary did not permit him to marry. But he had an idea about incubators. And he felt that exploitation of that idea would give him money enough to marry.

I told him that I would exploit the idea, and I did. I read something like seventy-five incubator catalogs and ads. They were very much alike. All the makers were fawning salesmen trying to urge a preference. I analyzed the situation and tried to find a unique

method of attack.

FOUND a practical chicken raiser, and I asked permission to write a book in his name. He was an independent fellow who cared nothing for mere opinions. So I characterized him in my book. Writing in this man's name, and on facts which he gave me, I asked nobody to buy Racine Incubators. I simbody to buy Racine Incurators. I simply told his experience. He had tried all sorts of incubators, and he knew their fallacious claims. He had settled down to practical money-making, and these were the methods he used. He would help and encourage those who wished to follow him, but he had no sympathy for those who followed overy will of the-wish

every will-of-the-wisp.

That plea proved a winner. The seekers after incubators wrote for five or six catalogs. They all read alike, except mine. Here was a rugged and practical man who cared more for serving than selling, and the practical peo-ple who were seeking for profit natu-rally followed him.

But Racine Incubators were high-priced. A great many converts paused when they compared the lower prices offered. So I urged Mr. Rohan to start another company, called the Belle City Incubator Company, and there to offer incubators at much lower prices on

other inducements. We followed up inquiries on the Racine line for ten days. Then, when we saw too great a resistance, we offered the Belle City line. Thus we secured a double chance on incubator buyers. Otherwise, with our best efforts, we could never have earned a profit. As it was, we built a business which today is quite extensive. And I know of no rival of the old times who survived.

We organized and advertised numerous other lines in Racine. One was the Racine Bath Cabinet, one was Racine Refrigerators. Those were excellent advertising experiences, because there were no uncertainties, no repeats.

All that time I was continuing to advertise retail sales the country over. I experimented locally with every sort of sale. Whenever I found a plan which brought large returns, I told other dealers about it. This was all night work. I never thought of sleep. My whole ambition was to find ways to lead people to buy, and I found them in plenty. What I found then has been the foundation of all the success I have gained.

In the sixth installment of his autobiog raphy, which will appear in ADVERTISING AND SELLANG for July 27, Mr. Hopkins tellhow he left his fine position with Dr. Shoo in order to take over the advertising of Liquozone, then practically bankrupt. Her

he was stepping in where four men had failed in as many years. Yet, by adherence to certain principles, he built up the business until a net profit of nearly two million dollars was realized at the end of the first fiscal year. This remarkable chapter is well worth reading.—Editor.

Trade Mark Designs

[CONTINUED FROM PAGE 24]

are frequently encountered. There is the sower, the ploughman and the reaper. In 1923 a series of stamps issued for the agricultural fair in Moscow included one design which pictural for the standard of the standard for the standa tured a Fordson farm tractor from Detroit. Heraldry, shields, and coatsof-arms are supplied in profusion.

Many printing processes are employed in this production of postage stamps, and some of the best artists in the world have prepared designs

for this purpose.

On pages 23 and 24 are shown a few recent postage stamps to illustrate some of their possibilities as suggestive sources for trade-mark design.

No. 1, a Postage Due stamp of Indo-China offers a figure, suitable perhaps for tea, silk, or other oriental products.

No. 2 portrays Paderewski on a stamp of Poland—try it on your piano! No. 3 is one of the stamps of Japan

-a design which might fit several products.

No. 4 shows a rather odd Wurtemberg stamp—a possibility for leather goods.

No. 5 has the liberation of Czechoslovakia as its theme, and would not be inappropriate for some labor-saving device used in the home.

No. 6 is a Japanese earthquake

No. 7 is one of the so-called Liberation of Courland issue of Latvia, a striking stamp in its original colors.

No. 8 is a more conventional design from Epirus.

No. 9 is a handsome design from Fiume with D'Annunzio himself, as the center of interest. This shows how a

head may be utilized in a trade-mark.

No. 10 pictures a ploughman, of
Bavaria—can't you see it in farm pa-

No. 11 carries the bellying sails of the ship so dear to the postal authorities of British Guiana-and ships make good trade-marks, too.

No. 12 from Hungary might be the trade-mark of a rubber boot manufacturer.

No. 14 shows a fine poster effect on a Danish air-mail adhesive.

No. 15, from the Marianna Islands, might almost be the trade-mark of a steamship line.

No. 16, from Paraguay may eatch the eye of some advertising manager of a bank or trust eempany.

No. 17 is the delightful Swiss picture of the little Tell boy who let father shoot an apple off his head-use it for your toy business.

And so they go. No. 22 appeals to me as a design for a textile house, No. 27 for a baking concern, No. 30 for a seed house.

White lines are drawn through these stamps to comply with the law. For



-is the title of the story which will appear in these pages, showing the growth of Detroit and its leading institutions since the last census, taken in 1920

-you know that the City of Detroit had, in 1920, an area of 79 sq. miles and a population of 993,739—while today Detroit is 144 sq. miles in area and has a population of 1,702,314

-to advertisers the progress of the evening newspapers during this period is interesting—the 700,000 people who moved into Detroit since 1920 have a newspaper preference.

> 1920 1927 **5,025 241,834***

(City Circulation)

DETROIT TIMES

DETROIT NEWS 205,911 249,036

(City Circulation)

*EVENINGS EXCEPT SATURDAY

The Times Is Growing With Detroit

ITH industry finding in the application of gas the solution of many of its heating problems, the outlook for the gas industry is indeed a bright one. In the past few years the variety of industrial applications has increased from 1000 to 60,000, which was in part responsible for the largest annual increase in sales ever recorded, occurring during 1926.

House-heating by gas has likewise created an appreciable additional demand, which combined with the industrial load is responsible for increasing growth in manufacturing and distributing facilities in gas plants all over the country.

It is common knowledge that this is one of the most thriving of our industries and an excellent market for manufacturers. The industry is broad in the scope of its demands, offering a market for numerous products. If you are among those fortunate enough to supply the demands of this market, Gas Age-Record with its 99.47% coverage of the industry is the effective medium for introducing your product to gas men. It offers you the unusual opportunity of reaching every desirable prospect with a single and decidedly reasonable ad-. vertising appropriation.

Gas Age-Record

A. B. C.

A. B. P.

9 East 38th Street

New York

We also publish Brown's Directory of American Gas Companies and the Gas Engineering and Appliance Catalogue.

Gas Age-Record Spokesman for the das industry

more designs see any young stamp col-lector's album, or the Standard Postage Stamp Catalog which is probably obtainable at your library.

Is a Rolling Stone Always Wrong?

[CONTINUED FROM PAGE 27]

to Chicago, then went out to see if all they said about California was true, and now he's secretary of the chamber of commerce of a thriving Florida town. Unhappy? If he is, he's a con-

summate actor.
Considering these and similar cases I begin to wonder if all the good old bromides about sticking to one thing are really eighteen-karat. Can't a man with a given amount of ability get just as much out of life financially, and a lot more in experience and enjoyment, by moving around a bit as by staying put—at least up to the time he's, say, 35? And when he's 60, won't he have more to look back to, more of interest and pleasure, a wider and deeper knowledge of life, if he has done his share of roaming?

Maybe I'm wrong; I hope I am, because it's too late now for me to change my philosophy. But I'd like to be con-

Wanted: A New Word

By Ralph McKinley

WILL some young gentleman in the audience kindly step forward and furnish a swushy new lip smacker for the headline writers who work on saliva accounts. A casual examination of one month's issues of three women's magazines yields the following lightning rods:
"A revelation in flavor awaits your

first taste of-

"Not one flavor—but many mingled

flavors."
"Children adore it—this dessert so sparkling clear—with the luscious

"Finer flavor through a further step

in ____."
"A French secret of more appetizing flavor."

"For real peppermint flavor." a nickel's worth of ice saves a dollar's worth of flavor.

-. How "Fresh, fragrant, these you will enjoy cooking with - add the flavor of grapes."

"The tempting combinations of flavors." (Not a headline, but the opening phrase. Advertisement has no headline.)

"Add a flick of that flavor called

"Baked foods gain new flavor baked

"Awakens hidden flavors in salads." "Better flavored, smoother than any we can make!"

Italics in all fourteen are by me. This has to be busting criticism. If I knew any better word than "flavor" I'd use it in some of the food headlines I write myself.

"Business can have no better spokesman!"



-says Gerard Swope

"THE interpretation of the ethics and ideals of business and industry to the public can have no better mouthpiece—can have no better spokesman—than the technical and business press."

HIS is the seasoned opinion of Gerard Swope, President of The General Electric Company, and recognized leader of a great industry, as given in a recent address on the topic, "Responsibilities of Modern Industry."

Business leaders in all lines are coming more and more to the same opinion. They feel keenly the value of constructive leadership in the development of markets, methods and morale in each industry. And this, in the modern business world, is peculiarly the business editor's job.

The "ABP" is an association of business leaders. Its primary purpose is to develop the power and capacity for leadership among its members. In 127 business publications, the "ABP" trade-mark is a sign and symbol of such leadership. Hence in each industry advertising in "ABP" papers carries the weight and authority of recognized endorsement.

It is a message from the leadership to the leadership of each industry.

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The A.B.P. is a nanprofit organization whose members have pledged themselves to n working code of practice in which the interests af the men of American industry, trade and prafessians ar a placed first—a cude demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable praducts.

ASSOCIATED BUSINESS PAPERS, Inc. 52 Vanderbilt Avenue New York



The OPEN FORUM

Individual Views Frankly Expressed

Direct Mail Inefficiency

PROBABLY some of the Brother-hood of Advertising Men would like to write me out of their ranks, and I might be called a conscientious objector and a grouch by some of the advocators in the movement to rectify, balance and reduce postal charges. But if some of them will take occasion to analyze the bulk of mail carted into their respective offices day by day, it is barely possible that they will find the same condition that we have discovered here, not newly discovered, but at present more aggravated and increasing.

There's an enormous amount of alleged advertising delivered in the mails to offices every day that is not only of poor quality, but which by no stretch of the imagination could be considered pertinent to our business; and very often there are fifteen or twenty pieces of the same thing personally addressed through the company to names who not only lack any purchasing or specifying power, but who do not have even a contributory influence in the matter. This seems to be rather a combined indictment of the advertising itself, the mailing list, and even the common sense of the person who includes this company on the list at all. But it is food for thought in connection with the economic waste that is going on-preventable waste.

Beginning with the depletion of resources for paper manufacturing and carrying down the line through the wasted time of printers and printing machinery, the added load of preparing and mailing, and the expense of distribution through the post office department; take this, plus the cost of sorting and the time that may be spent in perusing the pieces by men who are not only not the ones whom the advertiser desires to reach, but who cannot be benefited by the stuff, and then the cost of disposal. Total the "whole works" and multiply it by the bulk mail of the country, and there accumulates a considerable figure.

Now any advertising manager or any executive of a company sending out advertising will tell you that 75 to 90 per cent of his stuff is effective. If that is universally true, why is it that from 75 to 90 per cent received by each firm through the mail is so evidently waste material from the point of view of the recipient? The constructive way out is, of course, to improve the quality and service of advertising.

Remember, however, that general accounting practice was more or less haphazard and far from standardized until the income shown thereby was taxable and certain rules were made to govern the practice of accounting from the income tax point of view. It wouldn't necessarily follow that a tax feature in the postage charge would be fully as effective, but it does make one wonder whether an increase in postage rather than reduction would not bring about a little closer study of the quality of the material sent out and, perhaps, in a measure, reduce the volume and the waste.

E. P. BLANCHARD,
Adv. & Ass't Sales Manager,
The Bullard Machine Tool Co.
Bridgeport, Conn.

Who Gets the Advertising Message?

IN reading over the editorial page of your July 13 issue, I was interested in that editorial quoting around Harry A. Casey's book "How to Sell Newspaper Advertising."

It strikes me that the case as he presents it is not complete. The endeavor to parallel a newspaper circulation with the circulation of a direct mail solicitation is well enough up to a certain point. Where I think it becomes thoroughly fallacious is where he ignores or overlooks the striking difference that the newspaper is directly responsible for its circulation; in other words, for the list of people who receive the advertiser's message when run in the newspaper. The advertiser himself has no control over the selection of people to whom his message should go when placed in newspapers, and, therefore, has a perfect right to consider seriously whether or not the medium is a good medium if it does not produce results.

To the contrary, the advertiser does have very clear control of the list to whom he sends a direct mail message. He picks his own list. Therefore, the postoffice and the mail carrier do not stand in any way in the same relation to the direct mail message as does the newspaper to the message through newspaper advertising.

A fairer comparison would be between the newspaper carrier boys and the postoffice. They would be equally blameless for results. The newspaper itself, however, must shoulder the responsibility of having picked out the list of names to which a newspaper advertising message goes, and if their selection is poor for any particular product, the advertiser has a right to hold them responsible.

The postman does "merely deliver the message," but to a list selected by the advertiser. The newspaper likewise "merely delivers a message," but to a list of people selected by the newspaper. There is a striking difference.

NORMAN E. OLDS, Advertising Manager.
Perfection Stove Co., Inc.,
Cleveland, Ohio.

Theatre Audiences Receptive

WHERE is the connection between "paid testimonials" and word-of-mouth advertising, as connotated in Mr. Kraus's letter in your latest issue?

No one waits eagerly, impatiently, receptively, before a receiving set, waiting to hear the announcement that "This program is furnished through the currency, I mean the courtesy, of Muck & Mike's Pastry Patties." And yet they say that radio broadcast mention of a commodity is profitable advertising. Certainly the patrons of a theater sit with eyes and ears and emotions unguarded, actually exerted themselves so as not to "miss a single point." I cannot imagine a more willing audience.

That actor's mention of "Paris Garters," coupled with their slogan, "No Metal Can Touch You," even while it may have been ludicrously applied, was exactly as it is stated in all of their paid magazine advertising. Could there be any better advertising of a certain cigarette than to have one actor say to another: "Here, stop that cough; take one of these Gold Cigarettes; not a cough in a carload?"

To pay an actor or vaudeville performer to use the name and slogan of an article is another matter. But before disparaging all stage-spoken advertising, paid or unpaid, even though it be a ludicrous reference to one's product, Mr. Kraus might first get the opinion of Henry Ford. I would hardly class Mr. Ford among dishonest advertisers, as Mr. Kraus hoped that his reply to the actor "would be a help to honest advertisers."

GRIDLEY ADAMS, New York.

Advertising is Not a Side Show.



DVERTISING is a side show in most magazines. The advertisement competes with the fiction, the articles, the features for which magazines are usually bought and read. If

illustration and headline catch and hold the eye and

interest of a reader—score one for the advertisement! But for everyone who does read the advertisement, there are ten who won't, because advertising in most magazines is still a side show. But it isn't in Good Housekeeping.

Buying for her home and family is an important part of every homemaker's job. Advertising helps her, as it helps buyers in any business, to know of new things, of better ways of using familiar things, and what best suits her needs and pocketbook. The woman who does her job skilfully and well calls on advertising as frequently as on any other source of information.

For years Good Housekeeping has urged its readers to use its advertising pages as a buying guide, to depend on them as they do on its editorial pages. Every issue of Good Housekeeping carries in its advertising section what is almost an editorial* on advertising. All advertisements, too, are listed in a special index** classified by products for ready reference. Further, this index is itself listed in the magazine's table of contents, along with fiction and features, so important has it become. And, that readers can depend on these advertisements, every product advertised in Good Housekeeping is guaranteed.

Advertising in Good Housekeeping is not a side show. It is integral with all the services of this magazine. Advertisers who are compelled by increasing necessity to analyze magazine values more carefully are urged to investigate the truth of this. It is one reason why more advertisers depend on Good Housekeeping than on any other leading woman's magazine.

*For example, Page 162, July issue.

**Page 6, any issue.

GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO

\mathcal{N}_0 . IV

FROM OUR CODE OF ETHICS

"Our Endeavor should be to earn the reputation in our community of being intelligent, honest, first-class Craftsmen whom people can trust with their work."



HE mere fact that the larger advertisers now use professional typog-

raphy exclusively should be conclusive evidence to the small buyer that what is good for the goose is good for the gander. A. T. A. in typography is the same as A. B. C. in circulation.



New York Group of

Advertising Typographers of America

461 Eighth Avenue, New York

Ad Service Co. / Advertising Agencies' Service Co. / The Advertype Co., Inc.
Associated Typographers / E. M. Diamant Typographic Service / Frost Brothers
David Gildea & Co., Inc. / Montague Lee Co., Inc. / Frederic Nelson Phillips, Inc.
Standard Ad Service / Supreme Ad Service / Tri-Arts Press, Inc.
Typographic Service Company of New York, Inc. / Kurt H. Volk, Inc.
The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK



Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Olves real cooperation. An Arthur Capper publication.

Topeka, Kansas

THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

239 West 39th St.

New York

Figures in Advertising

[CONTINUED FROM PAGE 38]

information that 624 music schools used that particular make of piano to the utter exclusion of all other pianos. That is interesting information, the sort of information that would make sort of information that would make of that make of piano.

When a soap manufacturer wanted

to impress non-users of the quality of his soap he published a long series of mighty interesting advertisements showing the percentages and the numbers of those people who are in the public eye who used that brand of soap exclusively: figures showed the number of young misses in certain select schools and colleges who used it, the number of moving picture actresses, and so on. One advertisement, I remember, stated that 180 leading actresses of the New York stage used that brand of soap. . . . One wonders if there exists 180 leading actresses of the New York stage!

Exploiting the same idea, a safety razor manufacturer has been advertisthe number of business executives and the like who express a decided preference for their brand of safety razor (Durham Duplex).

What is the one dominant and impressive thing about Heinz advertising? The numeral "57" of course.

. . And Heinz continues to do a fairly brisk business in a highly competitive field. The numeral is still being used. Very likely the Heinz people consider it a primary advertising ple consider it a primary advertising

FIGURES and statistics are not nec- Γ essarily dull or prosaic. It all depends on how they are used. Skillfully used and dramatically presented, they are sound material for the building of a sincere, persuasive, effective advertising unit.

In the hands of a novice or in the hands of those who prayerfully accept the mandates of traditional tyranny, they are poor building material.

The public is interested in figures and statistics, providing they are made interesting and are given a personal appeal or application. The life of the average human being is hedged in by figures and statistics that start on the figures and statistics that start on the exact date a baby is born, its weight, etc. That figure-fixation continues through life and stops only when the local paper publishes the exact date of death and the exact age of the individual. People are used to figures; they quote understandable figures every day: batting averages, the current prices of certain automobiles and forbidden fluids, the speed attained at the last Indianapolis race, the real estate last Indianapolis race, the real estate value-increases in their city, the salary or the earnings of others, the number of nights a certain popular show lasted, the mileage they got on their last car, the number of miles that can ran bewho isn't fore it was traded in interested in figures that have a personal appeal?

"Tell it not in Gath; publish it not in the streets of Askelon" . . . but what is more convincing than a clever presentation of figures and statistics? When one is told that one motor car out of four is a General Motors prod-

The Lillibridge Viewpoint

Number Fifteen

Issued by Ray D. Lillibridge Incorporated

New York

From Barter to Friendliness

I remember that Mrs. Ethelreda Lewis is visited by an old trader while she is in Africa. The trader sells her a cooking utensil from his stock, and is about to depart.

We quote now from the book:

"We had said our mutual thanks and adieux. The old man's steps were again turned to the road when he paused and said: 'I could tell you how to make outcakes if you'd like me to, Ma'am. You'd find it useful for that thing you've bought.'

"It was at that moment I said to myself: 'This man is an artist. Having successfully sold a thing, he is not basely content with the money. It is necessary to him to put a sort of bloom and finish on the transaction which will lift it from commerce into art. From barter to friendliness'."

8 8 8

Unless a business succeed in getting this "bloom" and friendliness into its advertising so that it works *before* the sale as well as *after*, the advertising is falling short of its mission and of its possibilities.

 Simplicity, sincerity, friendliness and good humor, all are important in advertising.

Competition

Samuel Reyburn, president of Lord & Taylor, made a very shrewd observation when he said:

"The man who talks most about competition is usually the man who is neglecting what he can do most efficiently in order to buck what another man can do better."

Progress Toward Better Earnings

B is advertising appropriations are comfortable to work with, but they are not always necessary.

Frequently a business can make considerable progress merely by doing some obvious things that will help it to show better earnings very soon.

We are advertising agents, and we express our clients in advertisements.

But we are also business counsellors, and in some cases our recommendations go so far back of advertising that the business starts to show improvement in organization and earnings before a single advertisement is run.

This sort of unbiased counsel is made possible by our Fee-and-Budget system. A descriptive bulletin will be sent on request.

040

In advertising, neither effort nor expenditure count without an idea.

40

When Northcliffe Curbed His Well-Known Impetuosity

The recent experience of a company that went off at half-cock in its advertising reminds us of Lord Northcliffe's sagacity at the time he started the London Daily Mail.

Having invested something like two and one-half millions of dollars in laying the foundation for his new newspaper, it may fairly be assumed that he was impatient for it to begin making money for him!

Yet his natural impetuosity was overruled by his better judgment, with the result he set out methodically to make very sure that the paper's policies were right and the machinery of its organization was in good working order by having the paper published daily for three months before a single copy was put on sale!

The news was gathered; the type was set; the cuts were made; the forms were stereotyped; the paper was put to press and a few copies were run off. But not a copy was circulated outside the office. For three months he subjected every issue to the same rigorous criticism that it would have received had it been placed in the hands of the public. During that period he appraised material and writers, sounded public tendencies, studied, changed, improved, built up a staff of the ablest newspaper men he could find. When at last the new morning paper was presented to the British public, the organization behind it was functioning as smoothly as the great presses which printed it, and the Daily Mail had a real individuality. Its publisher had deliberately "wasted" three months to gain six.

§ § §

A little more of this kind of time" wasting" in connection with advertising programs would result in swifter progress and a considerable saving of dollars.

It is not how soon one starts that counts, but how quickly one arrives.

Momentum

No business has arrived at its full potentialities until it has progressed to a point where it develops momentum. Momentum represents progress which has become partly self-accelerating.

Few businesses ever get into momentum without advertising. That is a thought to

be pondered by the man who feels that his business doesn't need advertising.

Creative Aptitude

U^P to the point where the advertising message is determined, Lillibridge procedure approaches the scientific in its exactness and completeness.

At this point, the problem becomes one of expressing the message with what we always term "creative aptitude."

This is a combination of solid, accurately aimed content, with creative sparkle. It is what lifts advertising above the commonplace.

"The thing that makes life possible," says Don Marquis, "is that you not only cannot tell what is going to happen next, but that you cannot tell what you are going to think about it when it does happen."

Clever Advertising

The tendency to professionalize advertisements—to make them so professionally "advertisy" that they lose that straightforward simplicity and sincerity which is calculated to focus attention on their message and carry conviction, is, we believe, something to be avoided. So also is the temptation to make advertisements "clever."

We experience a sense of failure when anyone says of one of our advertisements, "That's a clever advertisement." Our aim is to build advertisements that will cause people to say, "This is very interesting to me;" "This is something I must look into;" "I must order one of these."

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET * NEW YORK
Telephone: Longacte 4000

Established in 1899



REVISED THIRD EDITION

'Sales Contests"

Every Sales Executive Needs This New Book

IT CONTAINS a wealth of accurate information. . . . Analyzes Contests. . . . Relates rules and "stunts." . . . Discusses Quota Plans. . . . Rewards. Rewards. . . . Cash or Merchandise. . . Contest Costs. . . . Discounts. . . . Service. . . In fact you will find this small volume quite thoroughly exhausts the entire subject of sales stimulation by Sales Contests.

The new edition is greatly enlarged to include detailed instructions for the successful developments of contests. Like the second edition it epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. . . . It is yours for the asking -without obligation.

UPSCO, Inc.

Chicago

RIGHT	Now-

the time to use this book for 1927 programs.

MAIL THIS COUPON TODAY

UPSCO, Inc. 307 N. Michigan Ave., Chicago

Please send me one copy of "Sales Contests," gratis and without obligation

Name				٠										,		
Addres	S		 											. ,		

uct. he is convinced of the merit of General Motors. Being convinced, he is likely to have a vast respect for that volume and for the string of dealers and service stations that are available to owners of General Motors automo-

For years, makers of fountain pens have been advertising the strength and durability of their pens with, I suspect, little result. People read the advertising, but were not convinced to a point where they would invest. It was not negative advertising by any means; but it failed, as a rule, to convey the idea of strength and durability. Then a fountain pen maker started using figures . . . today their sales are figures . . . today their sales are soaring. They took a pen in an aeroplane to a height of over 2000 feet and dropped it. And it was not damaged! Stressing the 2000-foot angle of the experiment, this made sound advertising. They dropped a pen in the street and permitted a heavy motor bus to run over it. No damage! Stressing the weight of that truck, plus ample pictorial matter, they had an interesting and dramatic advertising story. A pen was dropped from the highest point of a huilding under construction. No damage here. Another advertisement. And very, very convincing advertising, too, understandable by everyone, prince or piker, butter-and-egg man, or George Jean Nathan. Stuff that builds sales, adds to good will. . . . Stuff that breaks down sales-resistance.

The world's best story starts out in a decided statistical manner.

See Genesis.

Some advertising stories would make easier and more persuasive reading if spiced with the condiment of judiciously applied statistics. . . . But it must be done skilfully.

Dealer Advertising

[CONTINUED FROM PAGE 34]

I flatten out the magazine so I can give the copy closer inspection. "The leader of all second spare equipment that brings a five way profit is the sale of an extra tire, tube, rim and tire cover," I read. Here is something I had not thought of. It is a splendid idea. On my next trip to Columbus 1 will bring back a stock of this merchandise.

I have pictured my reactions in these three cases in order to illustrate the working of the retailer's mind as he looks through the advertisements appearing in his trade magazines and to indicate how he may be brought into the picture. He is not particularly interested in you or your business. His interest must be aroused by interpreting your merchandise in terms of his profits.

It cannot be done simply by dealer advertising which stresses the consumer advertising that the manufacturer is doing, holding out to the retailer the supposedly great demand this advertising is going to create. That old bugaboo, "created demand," wore out its welcome long ago, for the retailer has the knowledge, born of experience, that "created demand" turns out more frequently to mean simply "customer acceptance," and that in spite of a million dollar advertising campaign, he

has to sell the merchandise.



FREE to you!

Haif's new book with liaii's great Library

Are you breaking into advertising?

Hall's new book- GETTING AHEAD IN ADVERTISING—Is a book you will want it you are trying to get a to-dhold in this teled; in fact you will be glad to have a copy if you are already engaged to this work, regardless of how, or where, or at what price.

The books:

or as what price.

The book is a meany little volume of how to use advertising and selling addition to your own best advantage; it gives you hundreds of bits of practical experience in tooking your efforts count. It correst to you FREE with

S. Roland Hall's LIBRARY OF ADVERTISING AND SELLING

4 Vols., 3323 pages, 1000 illustrations, flexible bluding, \$150 in 10 days and \$2.00 monthly.

\$2.00 monthly.

This is the indispensible advertising and selling reference and home-study set. Hundreds of men and women are using it to jush themselves ahead. Hundreds of experts in all branches of marketing have it hardly for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, from the without the good this set can bring you.

\$20 worth of books for \$17.50 Only 7 cents a day

The big, well-paying jobs call for men with all around knowledge of the entire selling business — advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principle's and methods that have been proved in the experiences of the most successful selling organizations. You get them —hundreds of them —in this great set.

Examine for 10 days FREE No money down Small monthly payments

Try the set for yourself. Examine it at our expense. If you like it keep it; if you don't, send it back. It has belief and its helping others. There's personal wisdom in seeing, at least, what it can do for you.

Prove it for yourself Mail the coupon now



FREE EXAMINATION COUPON

McGraw-Hill Buok Company, Inc. 370 Seventh Aveouc, New York

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, I will send \$1.50 in ten days and \$2 a month until your sheerial price of \$1.75 has been paid. With the Library I am to receive a free copy of Hall's GETTING AHEAD IN ADVERTISING AND SELLING If not wanted, I will write you for shinding instructions

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Address																						
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The

and

Who started

that New York is the

It just isn't so

The perspiring genius who looked out of his office window onto teeming streets and damply typed the statement that New York is "the great summer playground"—was either a master satirist or was giving voice to what the psychoanalysts call a baffled wish fulfilment.

That "swept by ocean breezes" line may beguile Belleville, Illinois. There is no rise to it on the part of your true New Yorker. He knows, she knows, that New York in summer is hot. Damned hot. Oh, very damned hot, indeed!

So down at Deal and over at the Hamptons and up at Newport, you will find New York's Own, happily exiled from the sweltering heat of the town.

Wonder to us why we manage to hold up a decent volume of advertising these dog days. What with all these absentees so far from town and from convenient access to the New York shops.



he myth

Ideal Summer Playground?"

Perhaps it is because no matter where they go, they send for The New Yorker to go with them. Indeed, a full third of The New Yorker's subscribers are receiving their copies of their favorite weekly through summer residence post offices; and our statisticians are busy now figuring the total foot poundage involved in the commuters' march upon newsstands at railway stations, ship landings and summer resort newsstands where The New Yorker is for sale.

While their bronzed fingers turn the pages of The New Yorker each week, while their nostalgia for New York survives above the roar of surf on summer beaches, the whisper of trees above wilderness lodges, the rune of running waters, advertising in The New Yorker keeps right on working regardless of the Rise and Decline of Fahrenheit.



NEW YORKER

25 West 45th Street New York City

Here's Part of a Letter We'd Like to Have You Read!

(With 44 Subscriptions)

.... "I have been reading the Journal for many years, and for the past twelve months I have found it of such value that I thought it would be good business to but it in the hands of all of the officers and heads of departments of this Bank; hence, the subscriptions and, as one of our Directors termed it. I believe it the best investment we have made in a long time."

The Journal is the only magn-zine of puid circulation with a complete coverage of every member bank of the American Bankers Association.

American Bankers Association Journal

Edited by James E. Clark 110 East 42nd St., New York City

Advertising Managers ALDEN B. BAXTER, 110 East 42nd St., New York City CHARLES II. RAVELL, 332 S. La Salle St., Chicago, Ill.

STANLEY IKERD, 120 W. 2nd St., Los

(MEMBER A.B.C.)



Money Cramps Her Style

When Mrs. Jamoe and I want to go to a theatre or a picture-show, we hop on a subway train or a bus and get where we are going in a very few minutes. Not so with some of our friends who have more money than we. To them, going to a concert or any other amusement is a serious matter, not to be undertaken lightly. It calls for the most careful preparation. Engagements are made days in advance - and as often cancelled, because the car is out of order or the maid away or the chanffeur ill. It is to laugh.

More than a month ago, a friend of my wife's who is blessed with more than her fair share of this world's goods, 'phoned her asking if she would not go see a certain notable film which, at the moment, was being exposed on the screen of an uptown theatre. Mrs. Jamoc agreed. A date was decided upon-three or four days hence. "I'll call at 2.30," the wealthy one said. Did she? She did not. She 'phoned at two that her Pierce-Arrow was out of order. Another engagement was made. In due time, it was broken. That sort of thing has been going on for weeks. The dear lady has spent more time making and unmaking engagements than it would take to see the film, twice over. The plain fact is that money has cramped her style.

Narrow Columns—Why Not?

Before me is a copy of a recent issue —it happens to be a Sunday issueof a Vienna newspaper which, I am told, is one of the most important in Austria.

Judged by our standards, it is not particularly impressive. In size, it does not compare with the Sunday issue of an American newspaper published in a city with a population one-tenth that of Vienna. And many a small-town weekly is far better printed.

The pages are 13 inches wide and about 191/2 from top to bottom and there are 40 of them in the issue which lies on my desk. The columns are of varying width. Those on the first page are 25%, 41/2 and 35%; those on the inside pages are also 3%. That seems to be the standard width. There are three pages of want ads, and these are

printed in columns only 1% inches wide. That width, narrow as it is, seems to be wide enough to fill the bill.

Two or three of Vienna's department stores use a page, but, outside of them, the advertisements are small -a column by two or two and a half inches deep. The motion-picture theatres are almost painfully modest in their announcements-two lines, or, at most, three are enough, apparently.

The reading matter is, as far as I can judge (I am not familiar with German) rather heavier than is the case with us. Much of it is "by" stuff, reprinted from Berlin and Munich papers. Half a column is enough for automobile news and another half column takes care of sports. But, to my way of thinking, the outstanding feature of the paper is the way in which the want ads are set-in very narrow columns. Yet, as I say, they are wide enough.

They Flourish on Criticism

Some of us-I for one-do our best work when we get a friendly pat on the shoulder or a cheery "that's good!" But there are others who seem to thrive on criticism and discouragement. A man I know has achieved greatly in spite of the fact that for years and years after he was married, his wife threw cold water on him whenever he voiced his ambitions. Her invariable comment was "you can't do that."

Not very wifely of her, was it? Yet, more than once, the thought has come to me that, possibly, she was wiser than she seemed to be. Perhaps, that "you can't do that" was just what was needed to make her husband grit his teeth-and do it.

Showmanship

Just to show that I had his interest at heart, I made a suggestion, a few weeks ago, to a motion-picture man whose programs are so fine that it is difficult to see how they can be finer. My suggestion, as I outlined it, was crude, embryonic. But it was enough. The picture man "got" it and developed it in a way that thrills me every time I think of it. He has the great gift of showmanship. Give him only the faintest glimmering of an idea and, if it has vitality, he transforms it into a thing of amazing beauty.

Some advertisers are like that. More are not. Put before them an idea. worked out to the final detail. They cannot grasp it. With others, the merest "flash" is enough.

JAMOC.



LINEAGE figures are valuable only because they are the record of dollars invested by advertisers for more dollars returned in sales and profits.

Therefore, it is with no desire to boast or brag that The Chicago Evening American submits the following figures of total advertising lineage gains and losses of local daily newspapers for the first four months of 1927.

CHICAGO	E	[V]	EN	111	VC	j		LINES
AMERIC.	Al	V		•		Ga	nined	207,858
Daily News					•	•	Lost	310,032
Post	•						Lost	239,911
Journal	•	•	•		•	•	Lost	145,902
Tribune	•	•	•	•		•	Lost	155,415
Herald-Exami	ne	r.	•	•	•	•	Gaine	ed 6,091

The gratifying feature about the gains being recorded by The Chicago Evening American lies in the fact that they are in all departments—local, national and classified advertising.

The above figures would never have been written into the newspaper history of Chicago were it not for the fact that The Chicago Evening American is producing bigger and bigger returns for its advertisers.

With the second largest evening paper circulation in America and reaching more HOMES in Chicago than any other daily paper, The Evening American continues to make progress almost without parallel in the history of modern journalism.

CHICAGO EVENING AMERICAN

a good newspaper



\$58,490

In College Newspapers

You can buy a 14,000 line campaign in each of the 107 biggest college papers for \$58,490.

Some advertisers spend this amount in college papers every year.



Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York 612 North Michigan Ave., Chicago

Abusing Complaint Department

[CONTINUED FROM PAGE 36]

absolutely flat. It is impossible to figure out how that happened unless a truck ran over it; perhaps one did.

Here are several brushes on which

Here are several brushes on which the bristles or hair have become matted on one side; instead of being hung up they have been shoved back of the wash bowl or bath tub when wet. Do that long enough and any bristle or hair will mat down. The remedy is simple, however. We will steam it, comb it so that it is as good as new, and return it to the customer. She could have done the same thing with a little soaking in hot water and combing back of the hair or bristle. We won't worry about those items.

We won't worry about them; although we have spent years and dollars endeavoring to educate the customer to take care of brushes. We suppose we have educated a good many thousands of them and that we and other brush manufacturers are benefitting from it. However, apparently the job of education will never end.

HERE is one of the prize articles of the morning's collection—a hair brush. There is nothing the matter with it except that it is badly in need of cleaning; some one to comb out the hair and give it a good bath under scalding water, and the job is done. A few more broken and dirty combs,

one or two more well-worn tooth brushes and a collection of obsolete brushes which have been worn out in service, and the morning's mail is finished. Of the entire lot there was some excuse, in a greater or less degree, for sending back not over seventy per cent. In the cases of the remaining thirty per cent there was not the slightest shadow of an excuse for returning them to the manufacturer. Yet in every case we made them good. The only time we balked was when the customer sent us a brush made by some other manufacturer and wanted us to replace it. We really felt that was carrying the fun a little too far, and we sent the brush to her with a letter trying to explain how she could identify Fuller Brushes by looking for the trade mark and the Red Tip Tag we have spent a few million dollars to advertise.

We are not the only sufferers from this sort of thing, and perhaps we are not the worst. Only that it would be too good to spoil the joke, I would tell the name of a product which lasts, under any circumstances, only a few months and on which, as a test, Mrs. Smith and myself kept ourselves supplied for a period of three or four years by returning them each time just before they reached an impossible stage, and getting a new one for nothing.

Meditating thus, I rise somewhat sadly from my seat in the adjustment department, give my clothes a thorough brushing, wash my hands three times with a disinfectant soap, spray myself thoroughly, and wonder what in thunder we can do about it.

The public has been taught that the reputable manufacturer, the national advertiser, stands behind his goods.

Granted that the manufacturer must stand back of his goods, how far is he going to be compelled to go?

Five Thousand Commodities

manufactured in 443 establishments by 50.000 wage earners, the largest number of any city in Connecticut, is the reason behind the prosperity of Bridgeport. There are no dull or slack times. Industry always hums, because there are no seasonal occupations in this area.

Bridgeport

is always a good market for the national advertiser. 236,000 consumers live within the Bridgeport 13-mile trading radius and patronize the neighborhood stores. They buy everything worth while. You can cultivate this rich, easily accessible market with one small cost by advertising in the



44,446 Circulation

The POST-TELEGRAM enters practically every home in and around Bridgeport and reaches a buying power of importance that no advertiser can afford to ignore.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

Mr. Chase Broadcasts the Beans

[CONTINUED FROM PAGE 28]

that justly offends the co-authors used to sell "A Sure Rule To Get Rich." When the consumer opened the envelope he got back for his dollar, he found a typewritten slip reading

Work like the Devil and never spend a cent.

That, in its way, is just as rich and juicy a program as Mr. Chase's idea of having everything we buy analyzed in advance like bootlegger's alcohol. The only real pleasure in sin, after all, is the fun of kicking over the traces. So long as people enjoy foolish things, they will buy them—with or without advertising. So long as the great mass of Americans are indifferent, extravagant and careless, they are going to keep on enthusiastically selling each other inferior stuff. And-let us mark it in italies for Mr. Chase-until our 118,000,000 can be educated to buy wisely, it is far better for them to spend prodigally than not to spend at all

In the matter of waste—the general subject of his book-Mr. Chase is admittedly an authority. And waste is the most important single problem before business today. But getting the waste out of selling is, for the moment, infinitely more important than getting the waste out of buying. As the coauthors, once more, point out:

The amazing growth in the technical arts has provided the machines and the organizations for turning out goods in incredible quantities. One cotton mill operative is now able to handle more looms than 50 operatives could manage in 1870. One garment worker running 6 rib-cutting machines, replaces 25 hand workers. Two men with an electric-magnet can unload as much plg iron as 128 men could formerly dispose of. One bottle-making machine operator replaces 54 hand workers; one cigarette machine tender replaces 100 hand rollers.

A DVERTISING and "intensive" selling are doing much to keep business from being swamped by the backwash of over production. In the long run, however, the only thing that can save us is to wipe out waste. This will lower prices without killing profits. open vastly wider markets without suicidal sales expense.

Advertising is blatantly wasteful, of course. But even in Mr. Hoover's program, inefficient advertising is only one of thirteen major wastes. With the single exception of manufacturing, every sort of American business activity is blatantly wasteful. Throughout out nation, the ordinary dictated business letter, counting all charges, is estimated to cost not much below \$1. One institution I know, spends at least twice as much on totally unproductive statistics as it does on all its advertising.

Conferences, sales conventions, unnecessary bookkeeping, showy systems, outworn routines, institutional mummery of every sort, easily waste more money in a month than advertising does in a year. "Meeting" competition,

unwarranted expansion in lines of goods or sales territory, prideful sub-stitution of experience for experiment, stubborn refusal to make even the most elementary preliminary tests—these extravagances regularly cost American business ten times as much as its whole advertising expenditure.

Businesses, quite naturally, reflect the men who run them. Each wastes money with real pleasure at the particular point which most intrigues its vanity. When one considers that the average American corporation pays American corporation pays shareholders only about 31/2 cents out of every dollar profit; and that the average American business, wholesale or retail, lasts only about 6½ years, one wonders why Mr. Chase lends advertising so flattering a share of his atten-

A DVERTISING, according to Mr. Percival White, is only one of the six steps in modern merchandising. is fast becoming the Goat for all six. How much that is advertising's own fault is another story. Mr. Chase takes his swing at it apparently out of sheer exuberance. In his attack on waste, on the other hand, Mr. Chase is a veritable Daniel come to judgment. His remedy, however, is either ten years too late or a hundred years too early. The U.S. Engineers in charge of the Mississippi flood didn't consider pushing the water back up the river. Or building obstructions to slow down the muddy current. They blew up the levees. And let the Flood spill its force. Then only did they take up the question of scientifically preventing a

Until the United States gets adjusted to its new postwar wealth, it seems reckless to argue for less spendingeven as intelligently as Messrs. Chase and Schlink argue. Until our great mass of solid citizens loses its fear of poverty and learns to play-cheerfully -comfortably-confidently-while machinery does the drudgery, we shall still have to lure them with over-colored advertisements and trap them with intensive selling. Until bankers themselves organize rightly to finance consumption, instead of worrying about feeble installment selling in the hands of others, their education, too, may have to be continued by our present wasteful methods.

Insofar as "Your Money's Worth" may lead to more buying, instead of less, it is welcome. Whenever it helps replace bad selling with good selling, wherever it scares away wasteful advertising and attracts effective advertising, it will he a godsend to our present emergency. If somebody would only endow Mr. Chase with a \$10,000.000 advertising appropriation he could, no doubt, educate enough people to make better buying a real factor for more buying. Until-and unless-he can do that for himself, he can hardly hope to be of any huge constructive service by hamstringing the selling forces that might be made to do it.

Back through centuries of world history, we can count on the fingers of two hands all the bloody revolutions that really contributed to human progress. Our development comes rather from those thousands of broad visioned men who labored patiently, day by day, with the instruments at hand. The able authors of "Your Money's Worth" should line up with advertising; not against it. They will find no greater or more profitable field. No industry has ever suffered more than advertising for lack of scientific standards. Any man who can sell an idea to another can call himself an "advertising man." Or, if he can't sell his Or, if he can't sell his idea to anybody, he can always print and call it an "advertisement." The one common denominator results—is still practically unrecognized. If only two hundred thinking advertising men will read Mr. Chase's argument for the Bureau of Standards with a bit more sympathy than Mr. Chase has read their copy, that 200 circulation may ultimately prove of greater value to "Your Money's Worth" than all the "200,000 intelligent consumers promised by Macmillan.

With or without Mr. Chase's help, accurate self-supporting advertising is coming fast. It is more than a trade reform. It is an industrial necessity. One hundred and twenty thousand wage earners depend on the printing payroll, alone, of some 10,000 periodicals which derive 70 per cent of their income from advertising receipts. And to justify itself economically, that billion dollars (\$923,272,673, in 1925) the nation pays each year for this advertising in only those newspapers and magazines must move a stupendous

bulk of goods.

M R. CHASE may comfort himself that advertising has passed its high point of waste. On the other hand, he must realize advertising hasn't yet even begun to approach its peak of expenditure. With sincere admiration for all its splendid selling of itself, some more sympathetic critic might suggest that advertising has not yet been pronerly introduced to the right people. As advertising's own standards of exactness begin to approximate those of successful chain stores and mail-order houses—and in other ways to conform to those excellent principles Messrs. Chase and Schlink have so engagingly set up-advertising will find itself drawing closer to many giant organizations now cold to its seductive glory. As soon as advertising learns really to help these business behemoths, competition will compel them to use it. Even today the gesture of independence by chain stores, buying syndicates, and famous industrial leaders in many lines comes from an intelligence far too keen to accept advertising as now offered. Yet not quite keen enough to penetrate its tremendous possibilities!

Gorgeous self-assurance remains our greatest weakness. There, at least, "Your Dollar's Worth," should do some real good. Dazzling cocksureness that advertising can benefit everybody has, to be sure, brought in its multitude of golden moths. But the accompanying

Total Newspaper Advertising

in Greater New York in Agate Lines

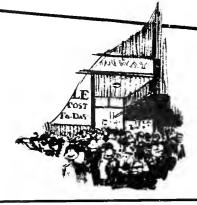
JANUARY 1 TO JUNE 30, 1927-1926, INCLUSIVE DAILY AND SUNDAY

Compiled by Statistical Department, New York Evening Post, Inc.

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‡Sun and Globe cor ††Telegram and Ma	mbined June 4, il combined Jane	91,423.770 1923: name cl	32,743,868	82,044,390	84,359,080	3,873,502 79,563,958	3,447,546 75,274,748

‡Sun and Globe combined June 4, 1923; name changed to Sun, March 10, 1924. ††Telegram and Mail combined January 28, 1924; name changed to Tellegram May 18, 1925.



ELEVEN New York newspapers show losses in lineage for the first six months of 1927 as compared with the same period of 1926. Only four show gains. Note The News!



Thank You...

FIVE years ago a certain prominent advertising agent expressed the opinion that he doubted whether a tabloid paper would ever get support enough from either the public or from advertisers to justify its publication. Hisday of doubting, as far as this tabloid paper is concerned, is definitely ended.

The public speedily answered for itself. For more than three years The News has had the largest Daily and Sunday circulation in America. No newspaper in the United States ever gained public support or approval so rapidly and in such volume.

And year after year, advertisers have been turning to The News in increasing number with increasing volume. The first six months of 1927 furnished specific and conclusive proof of the advertising acceptance of The News.

FOR many types of business 1927 has been an off year. Advertising in all types of media ran somewhat behind the 1926 record for the first six months. Newspaper advertising for the six months period ran 2% to 10% behind last year.

In the New York field, eleven papers sustained losses in the first six months of this year.

Only four papers showed gains.

One of the four is The News—

A gain of 610,487 agate lines. An increase far greater than the gains of the other three combined.

An off season brings out strength. The News gain shows The News strength; its growing appreciation among advertisers.

It costs money to use The News. The

News has the highest newspaper line rate in the United States. Advertisers in 1927 as a whole are paying from ten to twenty cents a line more to The News than they paid last year. So increasing News appropriations on shrinking schedules are a very substantial form of recognition.

Department store volume and advertising lineage throughout the country, and in New York, is behind last year. But The News gained 156,494 lines in this classification. In a buyers' market, the New York department stores are looking to The News for new business, and getting it.

This is also an off year for the automobile industry and also for automobile advertising. The News gained 38,570 lines in this classification.

Other News gains are in foodstuffs, furniture, jewelry, musical instruments, public service, book publishers, railroads, real estate, resorts, tobacco, and women's specialty shops.

These gains prove the value of The News. Advertisers are coming more and more to realize that it is not just "one of the tabloids" but a new selling influence of superlative efficiency, of extraordinary economy. It reaches approximately 70% of all families in New York City. Its cost is lower. The high visibility of the small paper and the small page helps advertising do a better job. It is the one newspaper in New York today that really covers and really sells the whole market.

THE second six months of the year will show the profits. Before you settle on your Fall schedule for New York, give serious thought to The News.

THE INEWS New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK



Entire block fronting Central Park

Advertising Men Find-

superlative comfort, convenience and pleasant surroundings at the Hotel Majestic—favorite stopping-place for traveled people. They know.

Whether alone or with family, the location is ideal—only a step from theatre and shopping districts and a few minutes to all business centers.

With a "front yard" of 843 acres, the big, cheery rooms at the Majestic are exceptionally attractive. The cuisine is unsurpassed, and good music, comfortable lounge and other features combine to make you glad you came.

Try it when next in New York

Majestic Hotel
and
RESTAURANTS

Two West 72nd Street
Entire block fronting Central Park

NEW YORK

Telephone Endicott 1900

THE HOTEL MAJES:	110			
Central Park West a	72nd	Street		
New York City				
Without obligating	me,	please	send	me
booklet and informat	ion as	to arra	angem	ents
for a party of	.		pe	ople

Name

Address Adv. & Selling 7-27-27

The	Sta	nda	rd A	Adve	rtisi	ng F	legis	ter
is the								
valuab								ad-
vertise	rs.	Write	e for	dsta	and	prices		

National Register Publishing Co.

15 Moore St., New York City R. W. Ferrel, Manager

Shoe and Leather Reporter Boston The outstanding publication of the shoe

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

BAKERS ELPER	A.B.P. an Publi Twice-a-	shed
Deband Halman to the al-	deal —	

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakers owners for 46 years. The fact that over 75 per cent of its readers renew their subscriptions by mail shows they want it.

New York Office 17 E. 42nd St. 431 S. DEARBORN ST. CHICAGO, 1LL. uncertainty as to exactly what advertising will do for any specific user has been equally effective in preventing really adequate use by the great concerns which could—and should—advertise most profitably. As advertising tightens up, we shall see a great squeezing out of those who have no really vital idea to proclaim. But, as competition becomes keener, there will be an even greater influx of those who use advertising neither as trumpet nor weapon, but as a practical, profitable tool.

Export Orders

[CONTINUED FROM PAGE 21]

houses in New York. Whenever he issues a new catalog or circular he posts copies to the list headed "Exporters" in the Red Telephone Book, a list, by the way, conspicuously in-accurate both by omission and com-mission. When he has spare time one of this manufacturer's New York salesmen calls on some of the exporters whose acquaintance he has worked up in the course of several years. His personality has found congenial spirits in some of the buyers and department managers of some of the exporters, and they are quite willing to favor him with such orders as they have in this manufacturer's line, at least when the foreign customers do not imperatively instruct some other line, and are willing, too, to send abroad to some of their customers and agents the manufacturer's catalogs and occasionally small samples. To a few of them he has been induced to give a small extra, confidential, commission. Orders are occasionally received. The salesman is pleased because he has increased the volume of his sales; the manufacturer is pleased because he has some export orders which have cost him, almost literally, not one red cent. To be sure, the export houses sometimes suggest to the salesman that the manufacturer ought to make a contribution towards the expense of the house in trying to work up a foreign business, or to have his samples carried by a salesman for the exporter who is just selling for some foreign markets, that much larger business might be done if the manufacturer would carry part of the burden, say \$500 or \$1,000 a year. Both manufacturer and his salesman are deaf to this proposition. It is none of the salesman's proper business; the manufacturer gets an occasional order that doesn't cost anything, he shrugs his shoulders at the suggestion that more or bigger orders might otherwise be secured.

Now you can call that salesmanship, or order-taking, as you please. Personally I call it order-taking. Yet it is the plan and policy of a great many manufacturers who are commonly regarded as shrewd and able business men, as well as successful. In any case the New York export house is undeniably to be called an export selling agency. As such we may very well examine some of its functions as well as its facilities, which manufacturers like our Number One seldom do.

Whatever its origin and past history, the fact is that the export house of today looks must eagerly toward the selling end of the business, even though the great bulk of its annual turnover comes from no sales efforts of its own

Business 1928

AGOOD indication of business for 1928 is found in the unusual volume of orders for advertising space that have already been placed in Collier's for 1928.

427 national advertisers have placed orders in Collier's for the first six months of 1928. And this represents—by far—the largest volume of advertising ever run in Collier's for any one year.

Collier's circulation is gaining even through the summer months. It is at present well over 1,350,000—newsstand sales over 456,000.

Collier's

粉粉

The transfer the transfer

When people think they are most original they are often only doing what everyone else is doing, what is in the air. Don't bother about originality and don't be afraid of not being new. Novelty is not worth the price of beauty which is commonly paid for it. It is of no use trying to be new; the thing to try for is good work, beauty,

HE HE

the right solution of the problem before you.

And never mind who says your work

is not modern—if it is good.

LEWIS F. DAY

Good PRINTING here

The Marchbanks Press

II4 EAST I3TH STREET
Telephone: STUVESANT1197
NEW YORK



forged in the white heat of controversy

Issues of the day dramatize themselves most in controversy and debate. . . . Place your advertising in the Forum and you have set it squarely across the rushing mainstream of America's interests where they are most quickened.

The Forum is discussed and quoted everywhere. In every state in the Union and in every city of importance the Forum and its controversies are being talked about. It offers an audience of 75,000 influential people. And a

quality audience too; a recent survey of 2500 of its readers showed average incomes of more than \$10,000.

Have you considered the use of so vital a setting as the *Forum* for your sales message?

FORUM

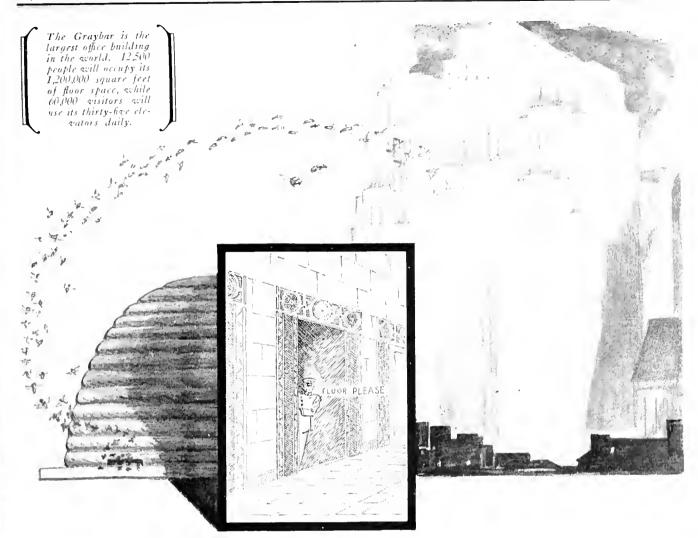
Member of Audit Bureau of Advertising
WALDO W. SELLEW, Advertising Manager, 441 Lexington Avenue, New York

and in merchandise in which it has no direct interest of any sort. Here are some elementary facts that should be understood by all: 1. No export house does business in all countries of the world. 2. An export house does business in one of the markets where it operates in one way, in another way in a different market. 3. An export house may do business in certain kinds of merchandise in one market, but in entirely different kinds in another market. 4. The sales facilities of an export house vary greatly in the markets where it does business, in one market having its own representative, or even large branch house, in another depending only on the divided efforts of a general local sales commission agent.

Obviously its usefulness as an export selling agency in any given case is indeterminate until these factors are investigated and known. Yet orders may be had from them and at practically no cost. They pay the manufacturer's invoices and take care of shipping the goods. These are potent considerations, when the manufacturer has no interest in knowing who his actual customers abroad are, or in intensively cultivating them. Such ambitions the export house consistently discourages. It strenuously endeavors to keep the business in its own hands. In a word, the lazy or indifferent manufacturer can get some chance orders for export from such occasional, haphazard, attention to export house as Manufacturer Number One devotes to them, and he is an actual case that I have in mind, thoroughly typical of hundreds.

Then there's Manufacturer Number Two, also a typical case. We will say that he makes files. He does not believe that New York export houses are of any use to him as sales agents. He regards them as strictly purchasing agents for foreign importers whose orders the exporters merely execute mechanically, with complete indifference as to what goods their customers choose to order, as indeed it is the fact that they are bound to buy and ship precisely those goods which the im-porters abroad prefer and instruct, no matter what their own preferences and no matter what conflicting selling agen-cies they hold. So Manufacturer Number Two never calls on the exporters but cultivates direct connections abroad in those markets where he has the best fields. Some orders arrive through export houses, because there are certain merchants who import American goods in foreign countries, notably in Australasia and South Africa, who prefer this fashion of financing and shipping, even though their interest in the goods has been developed by the manufacturer directly, without any in-

Manufacturer Number Two believes in cultivating and developing foreign trade through local manufacturer's sales commission agents, living in the countries where business is sought. There are such commission agents in every country, representing manufacturers of Europe and the United States. The trouble is to find a good one, for they are of all sorts, old and new, intelligent and morons, the good, the bad and the indifferent. The good ones, at least the best ones, are quite sure to be pretty fully engaged, representing as many big and successful lines as they can give adequate attention to. Some of them also represent New York export commission houses in markets where large houses of this sort have



A multi-phased industry kept humming

Just a few of the 18,027 units reached by POWER

OFFICE BUILDINGS

Equitable Building, N. Y.

Woolworth Bldg., N. Y.

Singer Bldg., N. Y.

S. W. Bell Telephone Bldg., St. Louis, Mo.

Hearst Tower Bldg., Baltimore

Ames Building, Boston, Mass. Peoples Trust & Savings Bldg.,

Monadnock Block, Chicago

Farmers Bank Bldg., Pittsburgh

Candler Bldg., Atlanta, Ga.

National City Bank Bldg., Los Angeles, Calif.

General Motors Bldg., Detroit

by the services of a great office building's chief engineer!

His duties, in addition to maintaining the elevator service with which to move the thousands of occupants, call for the provision of heat, hot and cold water and sufficient "juice" for lights, dictaphones, electric fans-or what have you?

There is a vast amount of equipment you should be selling him-equipment of every variety! He is buying it in quantities that should give rise to reflection on your part. Think of it! Then think of him as being but one of similar thousands who weekly read

WER

10th Ave. at 36th St., New York City

The Dallas Morning News The Dallas Journal The Semi-Weekly Farm News

Announce the appointment as National Advertising Representatives

OF

THE JOHN BUDD COMPANY

New York San Francisco Chicago

o St. Louis Los Angeles Atlanta Portland

Effective August 1st, 1927

A New 300 Room Hotel and a

22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley National Representatives

"Ask Us About Advertisers Cooperation"

LAUNDRIES

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Doubled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

THE STARCHROOM LAUNDRY JOURNAL—monthly trade journal—over 200 pages, covers this industry. For copy, rates, etc., address

The Starchroom Publishing Co. 421 Commercial Square, Cincinnati, Ohio

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—48 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the haking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.



no direct representation of their own. Small exporters seldom have any other sort of representatives. Apart from their selling abilities, considerable responsibility may rest on these commission agents in foreign markets and always, since each represents many and usually diverse lines of goods, there is the problem of ensuring that the manufacturer's special line receives its due sharc of attention. The finding and choosing of a desirable locally resident sales agent in a market many thousands of miles distant is not therefore a light or easy task.

Manufacturer Number Two has been at this job for many years. It has cost him a good deal of money, costs a good deal today, because these sales agents have themselves to be cultivated, taught, encouraged and inspired, moreover continually spurred on. Back of them are the actual customers from whom they seek and obtain orders. Manufacturer Number Two regards these foreign customers, in 23 different countries of the world, exactly as he regards customers in the United States and cultivates each one practically the same way; each is a separate, distinct unit, customer and friend, first to be gained, then to be held and developed more largely.

veloped more largely.

If all of this costs a good deal of money and a rather large export staff in the manufacturer's home office, still he considers that he profits by it through getting all the business there is to be had in each given market, a large total volume that reduces his factory overhead very materially, and a steady flow of such business, instead of isolated, spasmodic orders, small in size and in total volume.

As a last example of the employment of various export selling agencies let us take a large cotton goods house, Manufacturer Number Three. He is typical, too, but of the large, experienced, versatile, exporting manufacturer of today. He uses every known means of developing trade. In one country he is represented by the local by th branch house of a New York exporter, chiefly because the manufacturer is on intimate terms with the foreign manager of this branch who knows the cotton goods trade thoroughly, likes it and gives his chief attention to it. In another country, immediately next door to the first, Manufacturer Number Three is represented by a local commission agent and does business directly with all that agent's customers. In yet another country actual pressure of success forced the manufacturer to change his policies, though with considerable doubt and hesitation. He had developed this market through a very able firm of commission sales agents. In the course of eight years these agents had no less than 600 customers on the manufacturer's books from this one market, turning in an impressive volume of business annually. But the Treasurer's Department in the home office protested and cried for relief. The bookkeeping burden was heavy for these 600 accounts, the credit men's task was formidable, the shipping details were staggering. Reluctantly, and with many misgivings, Manufac-turer Number Three decided to aban-don working the market through those very successful commission sales agents and placed the sole control of his products in the single hands of a big, multimillionaire merchant house in the country's capital. He did not believe

To Select the Proper

Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

-supplemented with bulletins-and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon-and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

- USE THIS COUPON

Special 15-Day Approval Order

Special 13-Day Approval Order
STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.
GENTLEMEN: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "15 days" use. Unless we return it at the end of fifteen days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the first of each month. The Service is to be maintained accurately by bulletins issued every other day.
Firm Name
CityState



Your Product Recommended at Meetings like these!

How much would 25,000 such meetings be worth to you?

Word-of-Mouth Advertising

Advertisers have always sought widespread word-of-mouth recommendation of their products as an ultimate objective. Now comes a really effective method of securing it—and, too, with a backing of real authority.

-Now It Can Be Bought

PICTURE for a moment a group such as that shown above-50 or 60 women meeting to discuss the new facts about child rearing.

"What are the most wholesome desserts for

kiddies?" "The best games and toys?" "Leggings?" "Dresses at reasonable prices?" "Menus, recipes?" These are the kind of practical questions discussed

There are more than 25,000 Parent-Teacher Associations, Mothers' Clubs and Child Study groups throughout the

country. Here is a phase of American life which many advertisers are completely overlooking. It is the leaders in these groups who are perhaps more influential than any other similar body of women in determining the purchasing habits of women as a whole. And these leaders are almost invariably readers of CHILDREN, The Magazine for Parents.

The leader of one mothers' club, for in stance, writes as follows:

"It has become such a habit that we look forward eagerly for the magazine each month.

Many of the articles are read at meetings. . The magazine has also been circulated among the club members so that in their leisure they may read other interesting articles, ads and suggestions.

What would it be worth in the sale of

your product to have such sponsorship behind it? The advertising rate in CHILDREN is \$375 a page, based on a circulation of 60,000 net paid, A.B.C., average

CHILDREN, The Magazine for Parents, 353 Fourth Avenue, New York. Chicago representative: Straud Galey, 111 W. Monroe



—AND SO OUGHT YOU!

ADVERTISING AND SELLING 9 East 38th St., New York City

Please enter my subscription for one year at \$3.00.

☐ Check attached.

Name Position

that this one wholesale merchant would turn in as large a business as he had had before through the intensive cultivation of the whole trade by adroit salesmen, but he thought that perhaps there might be as large net profits in whatever trade he got. Incidently, the result was surprising. The wholesale merchant promptly discarded nine-tenths of the many varieties of goods included in the manufacturer's whole line, concentrated on one-tenth and in those few varieties has turned in as large an annual business as was formerly secured on the whole line from 600 buyers, each of comparatively small orders.

This Manufacturer Number Three uses yet another export selling agency—one of those firms of New York exporters who are exporters and yet are different, several of whom have grown up in the past few years. This class confine their efforts to selling those certain lines which are given to them exclusively to control and which (usually) they are paid to sell. They send their own salesmen into the markets where they work with samples of the goods they control. Yet, unlike the usual selling agent, they finance and ship the goods which they sell. That does indeed sound ideal, but when one of these concerns controls over 300 different lines of American goods one is tempted to query how much time and attention can be given to each and every line by a human salesman. Manufacturer Number Three has made it his business to know the salesmen personally and thoroughly hypnotise each. He does not intend his line to be one of those neglected.

Publishing Thrills

[CONTINUED FROM PAGE 30]

Soon there came a time when, giving our readers the same number of reading pages as Harper's and The Century, we felt that we were entitled to more than ten cents a copy. But to raise the subscription price of a magazine is an important step. I was well aware of this, for the Home Journal had doubled its subscription rate a few years before I went to it and I knew the difficulties which had ensued. With our mounting circulation and low advertising rate, profits were small. At fifteen cents a copy there would be little loss on circulation. When to make the change was the problem.

Then one morning the daily newspapers did us the kindness to print the statement that Everybody's Magazine was to be suppressed! The attorney for Henry H. Rogers, of Standard Oil fame, had written the American News Co. that if the magazines were distributed and put on sale throughout the country, action at law would be taken. The elevated train on which I rode that morning seemed to creep at a snail's pace. Arriving at my office, I burst in

on Mr. Ridgway.
"Now's the time!" I cried.
With the dignity of a foreign ambassador, the active partner of my troubles leaned back in his chair and smiled.
"Yes; for what?" said he.

"To increase our price!"
My co-worker took fire himself. moment he had our printer on the telephone, the presses were stopped, and the change was made. The free

DOUBLE AUDITS

Memphis Press-Scimitar Circulation

SHOW OVER 93,000

AUDIT BUREAU OF CIRCULATIONS	(ABR	L The P	Tess-Scimi	OR'S R	ÈPORT	
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10 HANES OF EIGHT LARGEST TOWES AND RADIUS OF AREA INCLUDED IN TRADIEG TERRITORY:

Helena, Ark. Jonesboro, Ark., Marlanna, Ark. Clarkedals, Miss. Covington, Tenn. Brownsvills, Tenn. Porrest City, Ark Tynne, Ark.

SUBURRAN CIBCULATION AS SHOWN IF PARAGRAPS B: is all that within an average radium of 69 miles, and estends as follows north to northern boundary of Louderdain County. Tenn. 65 miles; east to eastern boundary of louderdain County Tenn., 70 miles; west to western boundary of frees County Art., 65 miles; bouth to southern boundary of Coshoma County, Miss., 35 ciles; and tocludes all intervening points excepting those designated as city circulation.

• Cop. retent to comporare timing unless exception to make its shown in persylvant. Substitut is the first og terrary. See on egreph 10 Ma. Regular Carrier I is done include injury time, attending terrary. See on egreph 10 Ma. Regular Carrier I is done include injury time, attending times and a time.

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HASKINS & SELLS

CENTIFIED PUBLIC ACCOUNTANTS

OFFICES IN THE STATE OF BURGLOA THE UNITED STATES OF BURGLOA COURT STATES OF BURGLOAM WOOTHER PRESENT SOUTHER

PLANTERS BUILDING BAINT LOUIS

July 1, 1927.

Memphis Press-Scimitar Co..

Wemphis. Tennesses.

We have audited the records pertaining to the circulation of the Memphis Press-Scimitar for the period from November 16, 1926, to

The grose circulation was verified by examination of charges to accounts receivable arising from circulation and by examination of the records of cash receipts relating to circulation.

Deductions were made from gross circulation for City carriers of 1.76%, City dealers 6.63%, Suburban dealers .96%, and Country dealers These deductions represent actual returns and allowances for late, non-delivered, and unsold copies, together with left over and unsold copies arrived at through sudit of the records and the customary outside investigation.

WE HERESY CERTIFY that in our opinion the daily average net paid circulation for the period from November 16, 1926, to March 31, 1927, was 93,164 papers, as shown in the accompanying statement.

Hack Sie

Completely Disprove Allegation by Competitor

On April 10, 1927, the Commercial Appeal charged:

"The recent press runs and circulation records show that The Press-Scimitar has far less than 93,562 paid subscribers. Probably not more than 73,000. A mere difference of more than 20,000 between fiction and fact—between falsehood and truth.

The Press-Scimitar repeats what it said immediately following the publication of the strange charge:

"Either The Press-Scimitar lied or it didn't.

"If it did it should be branded as the greatest newspaper cheat in the history of the publishing business, should be thoroughly discredited by the public, should be entitled to no further confidence from its readers and no further support from its advertisers.

"If it did not then the Commercial Appeal, having put forth such a charge, should be made to pay in proportion to enormity of charge.



Scripps-Howard

The Press Scimitar

A Scripps-Howard Newspaper

National Representatives—Allied Newspapers, Inc., 250 Park Ave., New York City; 410 N. Mich. Ave., Chicago; Cleveland, Detroit, San Francisco, Los Angeles, Seattle, Portland

THE HUMAN APPEAL IN COPY



 HERE is nothing that one man sells and another man buys that does not have its angle of human appeal.

It must meet a human need, satisfy a human

desire or gratify a human whim.

A musical comedy gratifies the very human wish for color and sound; a drama appeals to human sentiment; a story to human understanding, and a sermon to human conviction.

The successful advertisement approaches the

reader along the same lines.

There is no business organization that does not have in it and of it an individualitywhether of one man or a composite of the individualities of many men.

The greater this individuality the greater the success of the business organization. Advertising is the expression of this individuality-of

this human appeal.

You cannot submerge or suppress individuality. Advertising, to be good, must extend the individuality of the concern to its prospective customers.

It is just as much a part of the policy and the operation of the concern as is its product.

Good advertising is virtually a product of the house it advertises. It serves the customers of that house.

OOD advertising is good nature. Good GOOD advertising is good nature. Good nature is the greatest human appeal on earth. Not "jollying," not lightness of verbiage, but the good nature of sincerity, of friendliness.

That sort of advertising makes people glad to read it. If a man can write that kind of copy, people are always going to stop at the page holding his advertisement, and stop with pleasant anticipation. You can read an advertisement and come pretty near telling what kind of treatment the advertiser will give you. His individuality cannot be kept out of his advertising-if it is his advertising.

DVERTISING is the advance agent of satisfaction. It is the good faith of the house and must be as trustworthy and as confidence-begetting as the guarantee that goes with the goods. Some people buy things because they need them, some buy things because they are curious to know about them, some buy things because somebody else buys them-but all buy things because they want them.

Good advertising creates the want, good merchandising meets it.

Successful advertising is interwoven with successful merchandising, and vice versa. The successful house, large or small, is the one that makes a human appeal, day in and day out, to its possible and its present customers.

OU can hear two men make the same speech, and you will believe the one and disbelieve the other. Oratorically they may be equal, their gestures may be similar, they may receive the same amount of applause, but one man will be sincere and you will know it. The other man's heart will not be in his speech, and you will know that. How? You find it hard

The advertiser who believes in himself and in his goods inspires other people to share his belief.

The man who writes his copy approaches him as do his potential customers. It is for him to acquire the advertiser's enthusiastic belief.

If he does that he cannot fail to show it in the copy. This kind of belief projects itself in simple, strong, earnest copy which commands the confidence of the reader and convinces him.

That is human appeal—contagious belief.

Human nature is the same in all phases of life. There has to be—there is—a human side to every advertising problem. Nine times out of ten it is the individuality of the organization whose product is to be advertised.

Put that individuality, that sincere, earnest belief, into it, and there is a natural and willing response.

A good advertisement follows the line of human appeal, which is by way of the heart

ET us tell you how we have used the "human appeal in copy" in serving our customers by the use of Magazine, Newspaper, Farm Paper, Trade Paper, Outdoor, Street Car and Radio Broadcasting.

WM.H. ANKIN COMPANY Advertising

Established 1899

342 Madison Avenue New York City Murray Hill 9300

Tribune Tower Chicago, 111. Superior 6600

San Francisco Seattle Portland, Oregon - Toronto, Canada

Los Angeles

Charter Member of the American Association of Advertising Agents

Member National Outdoor Advertising Bureau

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size 51/4 x 71/2 inches, cloth boards, \$2.50; 20 cents extra for postage and

The American Printer, Inc., 9 East 38th St., New York, N. Y.

advertising given us by the magic name of Standard Oil was so immense that the edition for the month, though larger than before, was swept from the news-stands on the day of publication.

Our horizon was sometimes troubled with clouds without this silver lining of gratuitous advertisement. We never worried about the money for the payroll or for the paper or for the printer, or for our notes at the bank. Our "silent" partner, Mr. Wilder, kept us from these nightmares which haunt the bedsides of many publishers. We did, however, face breath-taking situations. One such episode had its storm center in a picture of Mr. J. Pierpont Morgan, to whom Mr. Lawson referred in one of his chapters of "Frenzied Finance." Not finding a good photograph for re-production, we asked Mr. Lawson if he had one we might use, with the upshot that we made a plate from a steel engraving. After the magazine appeared on the newsstands we were waited upon at our offices by the publisher of the engraving-a limited edition-and he came fully prepared. He had with him, in fact, the law of copyright, which clearly stated that one dollar a copy could be claimed for every impression we had made. Inasmuch as our output that month totalled 700,000 copies, we were liable for \$700,000!

As the art department came under my jurisdiction, this was a matter Mr. Ridgway turned over to me with the remark: "There's a gentleman in the art room who wants to get \$700,000 away from us. That's a lot of money. The treasurer had better see him.'

Not knowing what I was getting into, but interested to find out, I listened to the brief "cause of action" which the publisher of the steel engraving presented. I looked at the reprint of the Copyright Law, which he had in his hand, and while doing this, formulated what I thought was the best method of meeting the situation.

First, I admitted that we were guilty; the plate had been made without removing the engraving from the frame, and therefore the copyright mark had not been seen. Under the law we were liable, and we were willing to pay a just amount for our error.

THEN I mentioned a number of letters which had come to us warning us that suits at law would be entered if certain authenticated stories were printed; of Henry H. Rogers's threat that the sale of *Everybody's* Magazine was to be suppressed; of the dire consequences which would ensue if we printed the story of Henry W. Whitney bribing the Massachusetts Legislature. These threats, I said, had not disturbed us personally or the progress of Everybody's. In fact they had been a help, not a hindrance.

To all of this he listened without interruption, with an imperturbability

which disclosed nothing.

Deciding on a tour de force, I thereupon stated that he had come to us with his demand just at the psychological moment; he could begin his suit at once. It was evident. I continued, that he was an emissary of Henry H. Rogers and Standard Oil, and this was another

attempt to put us out of business.
"Only yesterday," I declared, "Lord
Northcliffe told us in our office here
that Everybody's should have three, not

one, million circulation.'

I then explained that such a tremend-

ous increase in circulation could only be obtained quickly by an expenditure in advertising of about the sum he demanded—\$700,000, and that we didn't have the money. Such a suit as he proposed would give us adequate reason for making an appeal to the public through page newspaper advertisements through the country, thereby selling some two million dollars' worth of stock in Everybody's.

"Then," I declared, "if you won your suit, you would get the full penalty."

I arose abruptly, declaring that the interview must close, as other matters pressed for attention. Then as a elimax, I said: "We always try to be fair in our dealings with everybody. I believe that \$500 would be an equitable amount. I will pay you that sum if you decide to accept it now."

He accepted it-then!

ONE more incident before I finish this article. Rapidly advancing prices, due to increased circulation, made our back cover page costly, for this position in most general magazines is valued at four times a regular page. It so happened that one of these back covers was, for once, not sold in advance. A week remained in which to find a customer at the fixed price. I was in a quandary. We had announced an edition of a million copies, and this page, which at the old rate had brought as high as \$2000, had now doubled in value. Who would buy a page at \$4000? Then I had an inspiration; why not advertise it? Such a thing had never been done, but if anything of value could be sold by advertising, why not this? The "For Sale" advertisement of the unsold cover was inserted in the New York Sun, and the very day of its appearance brought a customer—The Waltham Watch Company.

The Waltham Watch Company. Everybody's Magazine was purchased in 1903 for \$75,000. Three years later its cash value was in excess of a million dollars, with a potential value of at least another million. My one-third interest actually cost \$5000, as my "nest egg" of \$30,000 in stock of the Butterick Co. was returned to me in our second year, our debts having

been paid.

Since then much water has flowed down the Mississippi. Reflecting on Everybody's rapid and successful flight, there comes the impelling thought that our unexampled prosperity was due to our "silent partner," Mr. Wilder. Possessing the willingness and ability to finance the operations of the company, he gave fair and impartial judgments on the few conflicts of opinion which arose. It was also Mr. Wilder who suggested that if we could get Thomas W. Lawson to write the story of Amalgamated Copper, we should have something worth telling, something people would be eager to read, something which would boom our circulation.

In this series of articles, of which this is the last, I have tried to picture not only the restless spirit and the love for work which dominated me but my solicitude for making an honorable position in the world, to achieve the respect of my co-workers. And I succeeded. If what I have written proves helpful to those who are now fighting the battle of life, I shall be gratified.

This is the last of a series of articles by Mr. Thayer. The first appeared in our issue of April 20.



As Lindbergh saw Decatur—

Lindbergh alighted at Decatur on one of his flights last summer, so here you have his view of some business blocks.

This part of Decatur's retail section is about 1/50 of the territory within city limits. It is the key to advertising opportunities that are rarely matched.

...For here is the "middle west" market at its best—a progressive city in the center of a fine agricultural section of Illinois. Over 90% of the population are native white, and the purchasing power is unusually good.

THE REVIEW has kept pace with the city and the outlying community, and easily leads local newspapers in circulation and advertising.

DECATUR (ILLINOIS) DFVIFW

"Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE

Arthur Henry Co., Inc.

Designers and Producers of Distinctive Direct Advertising

8

Leaflets Folders

> Broadsides Booklets

> > House Organs Catalogues

> > > Copy Writing Illustrating

> > > > Engraving Printing

P;

Are now located at
40 EAST 49th STREET
Cor. Madison Are., New York

3

Everybody's Business

[CONTINUED FROM PAGE 5]

would find a way to take cornstalks, ordinary straw, the sage brush of the prairie, or the cactus of the desert and convert these things into wardrobe trunks, milk containers and high explosives? Who would have believed that the same vegetable fiber from which we make paper would one day be transformed into materials tougher than horn, lighter than aluminum and nearly as hard as iron? Surely no one dreamed that a way would be devised to convert a kitchen table into silk shirts, durable shoes, unbreakable glass, imitation ivory or a satisfactory automobile paint.

IT is no wonder that complacent managements of sleepy corporations are being shaken out of their lethargy by overnight developments in unsuspected quarters. It is time to sit up and take notice when a business like the steel industry finds itself in competition with articles made of paper. Car wheels are being made out of calendered rye-straw board subjected to a pressure of 500 tons. After steel tires and iron hubs are added, the finished product is a wheel capable of standing nu under heavy railroad service.

np under heavy railroad service.

In this age of speed there is no time to wait for things to grow slowly. We must force trees to reach a size in 50 years that required a century or more in the past. Efforts in this direction indicate that plant life is greatly benefited by the application of metals to growing vegetation. Manganese, copper, zinc, arsenic and boron greatly stimulate plant growth when not present in excess. In Ireland they have perfected a super-flax seed that promises to help a lot in making linen as cheap as cotton. The fiber grown from this seed is free of the sticky substance that has made hand work necessary in preparing the raw thread.

Often we go ahead and design something to fill a specific need or perform a certain task, and then later discover that our invention has a far greater usefulness in performing work or satisfying a demand than we ever dreamed of in the beginning. The new vitaglass that allows the violet rays to pass through was perfected primarily as an aid to human health. Recently the directors of a zoo became worried about animals that were sickly and ill-natured, and when they substituted the health glass for the ordinary window glass in the cages, the animals at once started growing new coats of healthy hair and quickly regained normal vitality.

Vegetables and flowers grown behind these ultra-violet ray windows at a western university not only became more luxuriant, but matured faster. Hens under the glass became healthier and produced more eggs. While the introduction of unskimmed natural light into our lives will mean fewer malformed bones, better attendance at school and less sickness among indoor workers, doubtless it will also mean the production of tropical fruits in northerly latitudes and the eventual

elimination of the seasonal factor in the growing of vegetables.

Dr. Coolidge's cathode rays will likely have so many uses before long that they will surpass the X-ray as an asset to life. Ever so many possibilities are developing with this new form of radiation and among these is the likelihood of using the ray to test for impurities in metals. But of supreme importance are the successful experiments which utilized these marvelons waves to turn acetylene gas into a solid yellowish compound, and also to solidify castor oil. Who can say but that these remarkable accomplishments may end up by showing us the way to such an epoch-making achievement as the chemical transmutation of liquids into solids?

Chemists in Denmark have a process ready \mathbf{for} commercialization makes it possible to produce synthetic milk by using vegetable fats to re-place the butter fat of cow's milk and at the same time to add a sufficiency of essential vitamins. The billions of grasshoppers that have caused such losses to the farmers in South Africa now perish in deep trenches dug across their line of march, and a superior automobile lubricant is being pressed from their bodies. Out on our American prairies rabbits have become so destructive to crops that the animals are rounded up by organized drives. If a plan recently proposed is brought to realization, Kansas and other western States will have rabbit-packing plants that will produce a highly nutritions meat, a base for cosmetics and fur for felt. This will provide an income to offset the estimated yearly damage of \$1.04 per rabbit.

52:0

CACH day discloses something new that is sure to upset established plans in one industry or another. Twenty-five years ago when platinum was nine dollars an onnce no one wanted it. Gold was supreme in the jewelry business. But everybody wants to wear what looks like money, so when platinum went to a hundred dollars an onnce, it immediately became the rage for jewelry settings.

the rage for jewelry settings.

"White gold"—an alloy of gold, nickel and zinc—which may contain as much as 80 per cent base metal, looks exactly like platinum. Nickel also resembles platinum so closely that not even a jewelry expert can distinguish between it and platinum by a mere visual examination. Government officials who are experts in rare metals tell me that lots of folks today are wearing diamonds set in nickel, or an alloy of gold, believing that the setting is pure platinum. Surely here is a market where the average person must be guided by faith. Furthermore, a recent find of platinum ore in the Transvaal may cut the price of the metal in half.

Fortunately, business ethics are improving, and this is particularly true in the jewelry industry. We are too prone to condemn the whole body industrial because of the many little de-

ficiencies that still exist in the great ficiencies that still exist in the great structure we have set up. Little Abie heard people talking about "Business Ethics," and asked his father the meaning of the term. "Well," said his daddy, "I will explain. A customer comes in the store and buys a six-dollar pair of shoes. He hands me a tendollar bill. On the way to the cash register I notice that there are two ten-dollar bills sticking together. Now, here's where the 'business ethics' come in—should I tell my partner?" in-should I tell my partner?"

A tremendous movement is underway to eliminate waste and make life easier, happied and better. But let no one overlook that the present moment is a time of great necessity for analyzing everything we are doing to see if some improvement can be introduced.

British Reading Habits

[CONTINUED FROM PAGE 40]

two thousand or even three thousand copies. These libraries have branches in many places, and each branch must have a number of copies.

Add to this book-lending business the fact that second-hand bookshops are scattered all over the place, and you get at least a suggestion of the really great difference there is between the general reading habits of the United States and Great Britain.

While this book-reading habit does most certainly militate against the circulation of magazines, it may be said to operate in favor of the reading of advertisements, both magazine and newspaper, in that it encourages completeness in reading. British thoroughness is carried into reading habits as it is into all activities. The combined habits of thrift and thoroughness cause the public to give an attention to advertising that can actually be traced in results secured from the use

of coupons for checking up replies.

Just as they refuse to skim and throw aside, they refuse to rush at things. They are more apt to absorb

and remember.

This was strikingly illustrated by a recent advertising campaign carried on in a daily paper. Coupons offering a free booklet were inserted at the bottom of the advertisements, each of which was keyed. The coupons from the first advertisement were still arriving in fairly strong numbers eight days after it had appeared. On the eighth day the second advertisement was released, and the situation was repeated. A third advertisement was inserted in another seven days, fifteen days after the first had appeared. And still a few coupons were dribbling in as a result of the first copy. This overlapping of replies continued during the entire campaign. In several of the advertisements the space used was but eleven inches over two col-umns, so the continued arrival of replies could not be attributed to any unusual prominence of the text. Yet another proof of the thorough-

ness of the British reading habit was emphasized by the fact that these coupons invited the sender to state his particular interest in the commodity advertised (a building material) and

Let's Look At It As a Matter of Dollars and Cents!

THE black and white page rate in The Shrine Magazine is \$1,350. The advertiser, therefore, reaches 449 subscribers for each dollar invested.

And here are the number of subscribers per dollar reached through The Shrine Magazine and seven other weekly and monthly publications of importance.

THE SHRI	NE I	MA	GA	ZH	NE		449
Publication	No.	2	_		-	_	297
44	4.4	3	-		-	-	305
44	66	4	-	-	-	-	340
46	"	5	-	-	-	_	374
"	"	6	-	_	-	_	397
4.6	"	7	-	-	-	_	422
"	4.6	8		_	_	_	426

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request

THE SHRINE MAGAZINE

1440 Broadway · New York Phone: Pennsylvania 7827

CHICAGO 122 So. Michigan Blvd. Telephone: Wabash 6944-5

BOSTON Little Building Telephone: Hancock 8086

SELLING YOUR SERVICES?

9000 POTENTIAL BUYERS

IN

THE MARKET PLACE



Rate for advertisements inserted in this department is \$3.00 per inch.

Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Position Wanted

ADVERTISING MANAGER of bank magazine ADVERTISING MANAGER of bank magazine with exceptional record as salesman and copywriter desires a position with larger company or one offering greater opportunities. Age 26, college education, honest, industrious and willing to work until MIDNIGHT for the right company. Address Box 470, Advertising and Selling, 9 East 38th St., New York, N. Y.

Digging up plenty of facts and ideas about the business, to keep salesmen and customers interested—and sometimes to get them enthusiastic—has been one big part of my present job. I have disseminated the facts and ideas through a "house organ" prepared from stem to stern by me. My job also includes preparation and supervision of sales literature and advertising.

I wish now to connect with an organization, preferably in or near Philadelphia, where my experience and qualifications would be attractive. Address Box 469, Advertising and Selling, 9 East 38th St., New York, N. Y.

Help Wanted

ADVERTISING MANAGER-Experienced in preparing trade paper ads, catalogs, direct-by-mail advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be familiar with advertising in the industrial field. Location near New York. Opportunity for rapid advancement. Give complete experience, age, salary expected. Address Box 472, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING MANAGER

A high grade pharmaceutical house requires the services of an advertising manager.

- (a) He must be a graduate of medicine.
- (b) He must be able to do creative work, prepare booklets for distribution to phy-sicians and write copy for medical journals and direct by mail campaigns.
- (c) He must be fond of reading current medical literature.
- (d) He should be able to translate French and German medical articles into English.
- (e) He must be an executive in every sense of the word.
- (f) He should possess a pleasing personality and be able to cooperate in an agreeable manner with other executives.
- (g) His ideas must be broad and his experience must be such that his judgment is mature.

Application must give medical college graduated from and the year, how employed since graduation, time as interne in and name of hospital, nationalty, religion, whether married, age, height, weight, references and salary expected.

If you prefer to enclose samples of advertisements you have written, you are at liberty to

Absolute confidence will be maintained. All of our executives know of this advertise-

Address Box 467, Advertising and Selling, 9 East 38th Street, New York City.

Help Wanted

PRINTING SALESMAN who lacks "talking PRINTING SALESMAN who lacks "talking points" in present connection can locate with organization capable of helping him increase income. Drawing account to man with following. Address Box 465, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published monthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

Direct Mail Service

Productive Sales Literature: Sales letters, \$3.00; 3x6 circulars, \$2.00; 6x9 circulars, \$5.00; 2 inch display, \$2.00; classified, \$1.00. Branch office service and mail address, \$5.00 monthly. Forwarded daily. Circulars, booklets, samples, etc., distributed house to house. \$3.50 per thousand. Address the Egyptian Exchange. Barclay, Fairfield, Illinois.

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 in and Selling, 9 E. 38th St., New York City. cluding postage. Send your Check to Advertising

for what purpose it was wanted. More than 95 per cent of the replies, and they ran into thousands, answered the two questions. Yet they were in no way emphasized or made to appear important, nor was a response to them in any sense made essential to receiving the booklet.

This same leisurely manner is displayed in the writing of advertisements. If the advertising copy is short, it is frequently so because of omission, and not because of condensation. I recently had arguments on that point with the heads of depart-ments of two London agencies. They ments of two London agencies. They denied my contention, and each gave me an advertisement with challenges that I could not cut a word from them without injury. without injury. From a ninety-nine word advertisement I cut twenty-eight words and added two selling points. A two hundred word advertisement was reduced by seventy-two words and the selling points were given clearer expression. It is evident that the reading of books and the slower movement of industrial life in Britain is directly reflected in both the writing and reading of advertisements.

The use of humor is widespread in British advertising. If it is not strictly in keeping with the subject, it is likely to be dragged in just the same.

Emotion is used just as consistently, and logic is ignored just as continuously, in British advertising as in American; but the British public has not been made familiar, as yet, with the appeal of what might be termed "energy copy," the dynamic, telegraphic form of expression, though copy is tending that way.

Of all the subjects used to focus attention on any commodity, from a cigarette to a loaf of bread, sport holds the lead. Instead of reading, writing and arithmetic, you might translate the British "Three R's" into reading, walking and cricket. All are done thoroughly.

How True Is "Truth in Advertising"?

[CONTINUED FROM PAGE 25]

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in which familiar landmarks become grotesque, distorted monsters, or shrink to tiny miniatures. All this sort of fantasy probably can't do any particular harm, because there is enough gay cynicism in most Amerienough gay cynicism in most Americans to stand for an unmerciful amount of kidding, even when they know perfectly well they are being kidded. How many people buy advertised products, with a cynical tongue in their cheeks, and a mental reservation to the effect that "this won't come within a mile of doing what they claim, but I've got to have something." In but I've got to have something." In an increasing number of American homes, advertising is good-naturedly regarded as a lot of hocus-pocus that displays wares to sell and leave of displays wares to sell and keeps advertisers' names before the public but rather than considering it as a real, dependable guide to unadulterated truth, the public receives it with a sniff and a "humph."

Sales curves continue to mount upward, which is excellent proof that no matter what anyone says against it, the advertising is bringing in the jolly dollars; and that being so, who cares? But where is it going to end? It is not impossible that in the scramble to outdo our neighbors, we may all reach a stage of unreality in which prodigal sums of money will be poured out in telling elaborate advertising stories that no one will believe, and the whole sober business of advertising become a sort of opera boulfant in which nobody but the cast will take much stock

in the performance.

The danger seems to lie in the alacrity with which staid old advertisers clamber on the "whoop-la" wagon, put on frilly caps and blow their tin horns. The wagon is already beginning to show signs of tophcaviness. The automobile advertisers are beating their tin pans with gusto, and putting up such a clamor of superlatives that the bewildered prospect wants to stop up his ears and get away to a corner where he can hear himself think. Each tire on the market is summa cum laude, and the proof of supremacy is merely the maker's say-so. Grand opera stars, grand dukes and princes swear that they would be desolated without such and such a cigarette. Athletes become champions by drinking lemon juice for breakfast, or taking Somebody's Iron Pills.

Who is the victim of all this kidding? The public is a dear, gullible creature which will gorge all kinds of taffy up to a certain point. But there is a limit even to tractability of the public. We may reach a point where we will be so blinded by our own magnificent fireworks that we won't be able to see over the footlights. And then, by the time we have discovered that we have forced the public to believe we are only putting on a show, it will take a lot of weary reconstruction to win back the place in national confidence which rightfully belongs to advertising.

Photo-Engravers Elect Officers

THE thirty-first annual convention of the American Photo-Engravers Association was held at the Mayflower Hotel, Washington, D. C., July 14, 15 and 16. Many fine speeches were made at the various sessions on processes, costs, inks, and other subjects of interest to the engravers. A resolution which called for the raising of a \$1,000,000 fund for a five-year coperative advertising campaign was submitted and received a unanimous vote for adoption.

The convention closed with the election of officers for the ensuing year. Victor W. Hurst of Rochester, N. Y., was elected president of the association to succeed Charles A. Stinson of Philadelphia. M. C. Gosiger of Cincinnati, was elected first vice-president; Elmer Held of St. Louis, second vice-president; O. F. Kwett, of Canton, Ohio, secretary-treasurer.

The meeting of the Employing Photo-Engravers Association of America was held at the same time. The election of officers resulted in the choice of Charles Buckbee of St. Paul as president; Charles Clark of Denver, vice-president; Frank H. Clark of Cleveland, treasurer; Tanner H. Freeman being reelected as secretary.

Advertisers' Index

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[a]	[l]
Advertising & Selling 89 Advertising Typographers of America 56 Allentown Morning Call 72 All-Fiction Field 49	Lennen & Mitchell, Inc
American Architect	[<i>m</i>] Magazine of Business
Animated Products Corp	Magazine of Wall Street 68 Majestic Hotel 68 Marchbanks Press 70 Market Place 80 McCall's Magazine 15
[b]	McClure's Magazine 41 McGraw-Hill Co. 10-11 McGraw-Hill Book Co., Inc. 59
Baker's Helper 68 Baker's Weekly 72 Barton, Durstine & Osborn, Inc. 31 Bridgeport Post-Telegram 64 Building Supply News, Inside Back Cover Butterick Publishing Co. 16	McMillan, Inc., W. C. Facing 51 Memphis Press Scimitar 75
	National Register Publishing Co 68 New York Daily News
[c] Calkius & Holden, Inc	New Yorker
Chicago Evening American	[<i>o</i>]
Cleveland Press	Oregonian Publishing Co 90
Comfort Magazine	Pittsburgh Press
[d]	1 Ower
Dallas Morning News	[r] Rankin Co., Wm. 11
Detroit Times 51 Drug Topics 46	[s]
[f] Forum	Shaw Co., A. W. 83 Shoe & Leather Reporter 68 Shrine Magazine 79 Simmon-Boardman Co. 33 Southern Planter 48 Standard Rate & Data Service 73
[g]	Starchroom Publishing Co
Gas Age-Record	[t]
Good Housekeeping	Textile World
[<i>h</i>]	[u]
House Beautiful	U. S. Envelope Co
[<i>i</i>]	
Igelstroem Co., J	[w] Wish, Fred A
I REVISER ARMS CONTRACTOR OF THE CONTRACTOR OF THE U.S.	



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference for The Editor will be glad to receive items of news for inclusion in this department for Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With Position
James G. Lamb	. Scott Paper Co., Chester, Pa., Adv. Mgr. an Vice-Pres.	d .Resigned
H. L. Williams	.Chilton Class Journal Co., Phila	.Bendix Corp., South Bend, IndSales Pro. Mgr.
A. H. Gray	Royal Worcester Corset Co., Worcester, Mass Vice-Pres. and Gen. Mgr.	s Same CompanyPres.
Paul D. Wilson	Maltop, Inc., Buffalo, Dir. of Sales	The Frontier Products Corp., No. Tonawanda, N. Y
W. M. Edwards	.Pratt & Letchworth Co., Buffalo, Treas	The Frontier Products Corp., No. Tonawanda, N. Y
S. E. Gibson	Western Clock Co., La Salle, Ill., Ass't Ad Mgr	v. . Resigned
R. H. Paddock	. Murray Rubber Co., Trenton, N. J., Gen. Sale Mgr	es The Malcolm Tire Co., Inc., New York Dir. of Sales
Harry Burr	Houde Engineering Corp., Buffalo, N. Y., Sale Mgr.	es
Carl H. Beck	Westinghouse Air Brake Co., Wilmerding, Pa Ass't Eastern Mgr	ı., Same CompanyGen. Sales Mgr.
R. M. Douglass	Kelvinator Co., Detroit, Adv. Dept	Same CompanyAss't Dir. of Adv.
G. C. Whitney	Kelvinator Co., Detroit, Ass't Dir. of Adv.	. Resigned
C. Knoble	.The Chrysler Sales Corp., Detroit, Adv. Dept	.Same CompanyAss't Dir. of Adv.
H. L. Dollahan	Vac-A-Tap Washing Machine Co., Holland, Mich., Sales Mgr.	Holland Electric Sales Corp., Newark, N. JVice-Pres. in Charge of Sales
J. H. Kinney	Cyclone Fence Co., Waukegan, Ill., Gen. Sal Mgr.	es
John W. Meaker	Cyclone Fence Co., Waukegan, Ill., Gen. Mgr	Resigned
H. G. Chapman	Cyclone Fence Co., Waukegan, Ill., Eastern Sales Mgr.	Same CompanyGen. Sales Mgr.
R. T. Romine	. Hudson Motor Car Co., Detroit, Sales Mgr	Same CompanyGen. Sales Mgr.
R. B. Flershem	The American Radiator Co., Buffalo, N. Y., Vice-Pres. & Gen. Sales Mgr	Marine Trust Co., Buf- faloVice-Pres.

CHANGES IN PERSONNEL—(Agencies, etc.)

	difficulty in the second secon	ZZ (Agenetes) then
Name	Former Company and Position	Now Associated With Position
H. B. Thompson	The Powers-House Co., Cleveland	Henri, Hurst & McDonald, ChicagoProd. Staff
H. B. Means	Street Railways Adv. Co., New York	C. P. McDonald Co., Inc., New York
P. R. Crandall	K. C. Shelburne, Inc., Oklahoma City	The Burkett Co., Kansas City, MoVice-Pres. in Charge of Sales
H. B. Wells	Buckley, Dement & Co., Chicago, Indust Service Dept	trialSame CompanyGen. Mgr. in Charge of Merchandising. Sales and Service

What's Ahead for Fall?

Let This Council of 21,000 **Business Leaders Answer**

Brings You-

Henry Ford's Problem by Samuel Cronther

by Samuel Cronther

How is be meeting it? What the
national even international consequences should be fail? Henry
Ford's collaborator - biographer, if
you please - reveals some startling
facts about this leader of American
business on whom the eyes of the
business world are focused. "Does
Business Need a New Bag of
Tricks?" Samuel Crowther has done
a sequel to this masterpiece in
Henry Ford's Problem."

Our Five Billion Dollar Local Tax Bill Is There a Bright Side To It?

by Walker B. Brockway Controller, Brown Company

A constructive discussion of a sub-pert which has a lot to do with the Business cash register. Also, a sug-gestion for Business itself and an-other that Business may well pass on to those to whom it delegates the expenditure of its assessed dollars.

"The 'Nickel and Dime Stores' of Nomadic America"

by Frank E. Brimmer

Concluding a liftable, applicable and yet highly enjoyable discussion of that \$3.300,000,000 market which the motor car, improved highways, our great national parks and that inherent American tenand that inherent American tendency to be on the go-have developed. Are you getting your share of these "nomadic billions?" Not unless you know where and how they are spent.

ORN is little more than ankle-high on July 4th The motor industry seethes with rumors of new models, broader policies, greater sales pressure.... More continental enterprises make provisions for branch plants in America Money remains easy The flags on the Business Weather Map signal varying degrees of prosperity.

What's the outlook for Fall?

Present car loadings, bank clearings, market trends-these are but the results of past decisions of the country's executives. But what is business thinking now? What results of present thinking will the Fall bring?

Let the Council on the Trend of Business answer. August's quota of those more than 21,000 top executives in America's first rated business enterprises have replied to the question "How's Business?" in significant terms, reflecting that current business thinking which in September, October, November and December will influence railway traffic, commercial loans, and Federal Reserve ratios.

You can better help shape your own or your clients' policies for Fall by studying the Business Outlook, the Underlying Trend of Business and the Business Weather Map, in The Magazine of Business for AUGUST. Here you will find the answer to that question which is on the tongue of all Business today:

WHAT'S THE OUTLOOK FOR FALL?

And because Business will be watching for this answer, eager for it as well as a word from business leaders as to what policies and what methods are proving most effective and most productive, you own or your clients' advertising in forthcoming issues of The Magazine of Business is bound to be read and harkened to.





Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 27, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Allen Billingsle	y Fuller & Smith, Cleveland, Ohio, Service	MgrSame	Vice-Pres.
George F. Full	erton. The Harm White Co., Cleveland, Ohio	The Krichbaum-Liggett Co., Cleveland, Ohio	
W. F. Kohn	Rand McNally & Co., Chicago	Osgood Co., Chicago	In Charge of Direct Mail Dept.
H. C. Macdonal	ldWalker & Co., Detroit, Vice-Pres	Same Company	Pres. & Gen. Mgr.
C. E. T. Scharp	osThe Chrysler Sales Corp., Detroit, Dir. of	Adv. MacManus, Inc., Detroit	Member of Staff
H. Kempner	American Engineering Co., Phila., Sale of Monorail Electric Hoist Div		
T. F. Blackbur	nJ. Walter Thompson Co., Chicago	Carroll Dean Murphy, Inc., Chicago	Copy
F. S. Owen	Royal Tailors, Chicago, Sales & Adv. M	grWilliams & Cunnyng- ham, Chicago	Acc't Executive

CHANGES IN PERSONNEL—(Media, etc.)

Name	Former Company and Position	Now Associated With Position
J. T. Walker, Jr	The Farm Journal, Philadelphia. Adv. Dir	.Resigned
F. L. Crafit	Denver Post, In Charge of Adv. Dev	Public Ledger and The Illustrated Sun, PhilaClassified Adv. Mgr.
W. Eickelberg	American Legion Monthly, Chicago, Wester Adv. Mgr.	n .True Story Magazine, ChicagoWestern Adv. Staff
E. H. Roberts	Liberty, New York, Western N. Y. State Rep	.Good Housekeeping, New York
J. R. Hoyle	Buckley-Dement & Co., Chicago, Copy	.Ben C. Pittsford Co., ChicagoSales Dept.
G. H. Hall	. Harper's Bazar, New York, Adv. Rep	.Same CompanyEastern Adv. Mgr.
R. K. Hay	.Harper's Bazar, New York, New England Mg	r.Same CompanyDir. of Trade Service Dept.
L. G. Ament	.United States Veteran Bureau	.Hermis Press Corp., New YorkGen. Mgr.
E. P. Wileox	Trade News Service, New York, Adv. Mgr. and Editor	.W. B. Ziff Co., New York, Eastern Mgr.
W. A. James	Yale Alumni Weekly, and Yale Review, New Haven, Conn., Business Mgr	.Harper's Bazar, New YorkDir. of School and Travel Dept.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

John F. Cole.......The Cleveland Press, Radio Adv. Mgr.......SameNational Adv. Mgr.

Name	Address	Product	Now Advertising Through
Thomas G. Plant Co	Boston	Queen Quality Shoes.	.Pedlar & Ryan, Inc., New York
The Sterling Chemical Corp	New York	Kem-O-Zone	. The Corman Co., Inc., New York
The Kolb Building Co., Inc	New York		id C. P. McDonald Co., Inc., New York
Dover Hotel	New York	Hotel	C. P. McDonald Co., Inc., New York
Milburn Hotel	New York	Hotel	.C. P. McDonald Co., Inc., New York
Gramercy Park Hotel	New York	Hotel	.C. P. McDonald Co., Inc., New York
The Frontier Products Corp	No. Tonawanda, N. Y	Yummy Malt Drink .	.E. P. Remington Adv. Agey., Inc., Buffalo, N. Y.
The New Haven Clock Co.	New Haven Conn	Clocks	Blaker Adv. Agev., Inc., New York

Lopsided Economy is Expensive

F commercial America is enjoying a degree of prosperity the like of which hasn't been seen in a cycle of blue moons, and economists and business analysts say it is—

If this prosperity wave is attended by razor-sharp competition, and a marked decrease in commodity prices, which very obviously is true –

Then sooner or later a rock-bottom will be hit beyond which it will be suicidal to attempt to cut production costs in an effort to keep up the pace.

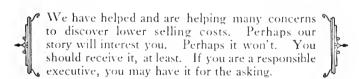
There is a limit to manufacturing efficiency. It is becoming impossible to "produce at a price" without sacrificing quality standards. There is a cracking point beyond which employees cannot be driven. Mass production already has been carried to the point of overproduction.

Many manufacturers are casting frenzied glances toward ways and means that will enable them to make still further reductions and still stay in the running. They are finding it difficult to stand the gaff of prosperity! And strangely enough, few seize upon the obvious solution to this drastic merchandising problem.

Selling costs must be lowered just as were production costs. The overbalanced scales must be leveled. The same efficiency that was sweated into the factory must be ground into the sales structure. Lopsided economy is expensive.

We are working on fine points now. The usual, ponderous selling strate gies aren't swift and sure enough. They get in their own way. Their bulkiness costs money. They must step aside for the modern, sharp, decisive selling technique that works on the same par of efficiency as the production department.

Those who are weathering the prosperity wave are those who have found the partial answer in the reduction of selling costs. Those who hope for a "50-50 break" must dig to the source of selling expense.



JAMES F. NEWCOMB & Co. INC.

Direct Advertising :: Merchandising Counsel 330 SEVENTH AVENUE, NEW YORK, N.Y.

Telephone PENnsylvania 7200



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 27, 1927

CO.

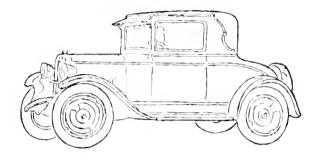
CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Engineers' Service Co	. New York	Radios	.The Dauchy Co., New York
Butterick Publishing Co., Trade Division	.New York		ς .The Dauchy Co., New York
Federal-Brandes, Inc	. Newark, N. J	. Kolster Radio Equip-	. Hanff-Metzger, Inc., New York
Lanman & Kemp, Inc	. New York	. Cosmetics	. Hanff-Metzger, Inc., New York
			John O. Powers Co., New York, Effective, Jan. 1928.
The Blue Valley Creamery Co	Chicago	.Butter	.Henri, Hurst & McDonald, Chicago
National Shoe Retailers Assn	.Boston	.Shoes	.The Kenyon Co., Boston
E. C. Vahle	.Chicago	Song Birds	. Hurja-Johnson-Huwen, Inc., Chicago
Televocal Corp	. West New York, N. J	.Radio Tubes	. Sherman & Lebair, Inc., New York
The Blasine Products Co	Newark, N. J	Cosmetics	.Joseph E. Hanson Co., Newark, N. J.
The New Haven Clock Co	. New Haven, Conn	Clocks	.Blaker Adv. Agcy., Inc., New York
Elliot Co			Technic-Ad Service, New York
Teyarkana Orchards Co			. Hurja-Johnson-Huwen, Inc., Chicago
			The Chambers Adv. Agey., Inc., New
			Orleans
Tannersville Chamber of Commerc			
Milton Linen Co	.New York	Linens	. Martin Adv. Agcy., New York
Trust Company of Jersey City	.Jersey City, N. J	. Finance	.Edwin Bird Wilson, Inc., New York
City National Bank	. Dayton, Ohio	Finance	Edwin Bird Wilson, Inc., New York
City Trust & Savings Bank	Ohio	. Finance	.Edwin Bird Wilson, Inc., New York
Arnheim	.New York	.Custom Tailor	Ray D. Lillibridge, Inc., New York
The New Orleans Furniture Mf	g. New Orleans	.Furniture	. The Chambers Agey., Inc., New Orleans
The Presto Products Co	.New York	Time Clocks and Flashers	.J. X. Netter, Inc., New York
The Sillcocks-Miller Co	South Orange, N. J	.Celluloid Golf Tee	.Joseph E. Hanson Co., Newark, N. J.
Tecla Pearls, Inc			
The Newichawanick Co	.South Berwick, Me	.Blankets and Steamer Robes	.William Irving Hamilton, New York
The McDougail Co	.Frankfort, Ind	.Kitchen Equipment	. Williams & Cunnyngham, Chicago
The Bell & Howell Co	. Chicago	Filmo Motion Picture Equipment	. Henri, Hurst & McDonald, Chicago
Erkins Studios	.New York	Garden Furniture	. Wilson & Bristol, Inc., New York
			. The S. M. Masse Co., Cleveland, Ohio
			The Henry P. Boynton Adv. Agey., Cleveland, Ohio
Chemical Toilet Corp	. Syracuse, N. Y	. Septic Tanks	.E. R. Remington Advertising Agency, Inc., Buffalo, N. Y.
Porter-Cable Machine Co	.Syracuse, N. Y	Sanders	E. R. Remington Advertising Agency, Inc., Buffalo, N. Y.
American Decalcomania Co	Chicago	. Decalcomania	. Austin F. Bement, Inc., Chicago

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

• Asking a question of Mr. J. E. Grimm of the Chevrolet Motor Company

Can you sell STYLE on the farm, Mr. Grimm?



Are farm people as interested in good lines—beauty—in the car they buy, as city folks?

You've sold too many Chevrolets to the farm Mr. Grimm, not to know what a big, responsive market it is. So why not consider our section of the market for a minute?

There are a million well-to-do-homes where Comfort is read. 75% of Comfort subscribers own their own homes. The average size of these farms is 198 acres.

Comfort readers have money—spend it. They're buying new cars—turning in old ones—like other up and coming citizens. Some of them own Chevrolets. A lot more would own them if you got them headed, through some of your fine, provocative advertising, in that direction.

A million possible customers! . . Comfort has a very small duplication in circulation with other magazines.

Wouldn't you like us to tell you the whole story?

COMFORT—the key to happiness and success in over a million farm homes—AUGUSTA, ME. $IULIUS\ MATHEWS\ SPECIAL\ AGENCY$ —BOSTON—NEW YORK—DETROIT—CITICAGO



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • July 27, 1927



NEW PUBLICATIONS

Name	Published by	Address	rirst issue issuance	rage Type Size
Real Life Stories	. Magazine Builders, Inc	.49 West 45 St., New York	. Sept Monthly	7 5/16 x 10 5/16

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	<i>I o</i>
The Modern Hospital	.Publication	.22 East Ontario St., Chicago.	.660 Cass St., Chicago

PUBLICATION CHANGES AND APPOINTMENTS

Telegram-Forum,	Bucyrus,	Ohio		ļ
,			Times-Herald.	

The American Needlewoman, New York ... Name changed to Modern Homemaking.

The Ninth Distr					
mercial West,	Minneapolis,	MinnHave	been merge	d into the	Commercial West.
,					

Outdoor Life and Outdoor Recreation, Den-
ver, Colo
zines will be published as a single magazine under the name of Outdoor Life
and Outdoor Recreation

Chieftain, Pueblo, Colo

The News Standard	Uniontown,	Pa Has	established a	direct mail	department.	W. F. Kohn is in charge.	
			representative.			•	

MISCELLANEOUS

Osgood Co., Chicago, Photo-Engraving Has established a Direct Mail Department.	W. F. Kohn is in charge
A. Stein & Co., Chicago	Orleans.

 $\mathcal{L}_{\mathcal{L}}$

9 AN ADVERTISEMENT
BY L. E. McGIVENA, THE NEWS, NEW YORK

The only target for advertising –

I UGH WALPOLE once synopsized the life of an artist in three parts: The beginning, all imagination and little technique; the golden mean, when technique becomes adequate to imagination; and the decline, when imagination dwindles and the realized technique carries on. Now in this synopsis, for imagination read ideas; for technique, substitute what is casually called thinking; and you have the intellectual evolution of most people, even advertising men.

Every man starts open to some ideas. Most men get some somehow, at considerable expense and effort. But after a certain point, visiting hours for ideas are limited or abolished. Age sets in. Curiosity becomes cataleptic. Eagerness evaporates. Vision turns microscopic. Success brings an oyster's armor. Or, the man may be too busy using the ideas he has, trying to get back their cost price and some plus.

Strike the most malleable metal often enough and it gets brittle. Step on the gas for several years and valves and crankshaft crystallize in even the best motors. Similarly we have crystallized caputs—hard heads, closed cerebra, interned intellects with S.R.O. over the eyebrows. Men with such minds know all they want to know. Consequently they are extremely hard to sell. If egoism or megalomania have set in concurrently, they are almost impossible to sell—that is, with ideas; you must marry their banker's daughter, or try golf, goofing, good listening, the pride punch, or the acquiescent affirmative attitude vulgarly known as "yessing."

Advertising is wasted on crystallized caputs. It doesn't touch them. It doesn't even reach them.

Advertising has only one target—the open mind. The open-minded office boy is worth more than the Tutankhamen of ten years ago. The boy can be influenced; the mummy only exhumed.

Wherefore Advertising & Selling

It is no secret that this is an accelerated age. Yesterday is farther behind today than it was ten years ago. Yesterday is virtually history, and history doesn't help much. Elbert Gary's biography is no recipe for success in the steel business of the present. Pulitzer's life holds no hint for the publisher of today. George Rowell's anabasis won't take you far in the agency business A.D. 1927. Only today's ideas are good for today's business.

Advertising & Selling follows today's ideas—redhot, deadline, fledgling, sometimes half-baked, but of the hour. It is comprehensive, concerned, somewhat callous to conservatism. Its contributors are generally informed, always interested, and usually interesting. Sometimes they are funny, sometimes wrong. (They can't all be as good as you are!) You won't always agree with them—but stimulants are worth more than sedatives.

But the point is—that you don't read Advertising & Selling unless you are c to k, inquisitive, and rather more than less openminded.

Wherefore Advertising & Selling as an advertising medium because it carries your advertising to open minds. This side of Paradise, who can ask more?

THIS IS AN ADVERTISEMENT FOR ADVERTISING & SELLING

For the statistically minded: Founded as Advertising Fortnightly in May, 1923, the name was changed to Advertising & Selling upon purchase of that publication in 1924. In four years its circulation has increased 131%. Its volume of business has increased from an average of 21 pages per issue in 1923 to an average of 59 pages per issue in 1926. It will continue to capitalize its courageous editorial policy and through able business management

make further substantial progress in 1927



of DOMINANCE in the Oregonian Market

DR. J. RUSSELL SMITH, professor of Economic Geography at Columbia University, says in the June American:

"It is in the Northwest where I expect American civilization, in many ways, to reach its maximum. The particular section to which I refer... is the Puget Sound, Willamette River Valley Region. The population of this area is now about a million. It will most certainly increase to 5 or 6, perhaps 10 millions."

The Oregonian Market is the heart of this territory—great now—growing, productive. It has been dominated for 76 years by the Oregonian—in circulation—in leadership. This is the market that is better reached through Oregonian advertising than in any other way.



Where American civilization is destined to reach its peak.

Leads in advertising Leads in circulation Leads in influence

The Oregonian

Portland, Oregon . . . Circulation over 104,000 daily, over 154,000 Sunday Traditionally . . . and Today . . . The Great Newspaper of the Pacific Northwest



To paraphrase an old saying . . .

You can lead a horde to Nedick's and you can make them drink

Facts need never be dull. Convincing copy need not be heavy-footed.

Finding out what people want to know about a product and then telling them pleasantly and convincingly is one of the many jobs of a good advertising agency.

We shall gladly send interested business executives examples of advertising that have succeeded in being both interesting and, according to sales figures, productive.

Joseph Richards Company, Inc., 253 Park Avenue, New York City.

RICHARDS · · · Facts First—then Advertising



6 Blocks or 60 Miles—The NEWS Gets There on Time!

THE INDIANAPOLIS NEWS has one of the most efficient and orderly systems of distribution of any newspaper in America.

93% of The NEWS city circulation is homedelivered by carriers, who usually have their entire routes delivered within 180 minutes after the actual press-time of the paper. . . . At the same time, fleets of motor trucks are

speeded to the various cities and towns of The Indianapolis Radius, delivering their papers promptly to the carriers in those towns and to motorized carriers who cover the rural districts.

The NEWS performs a distinct service to its readers in giving them the latest and most complete news within the shortest possible time after the actual press-run. . . . No wonder The NEWS is the dominant paper of The Indianapolis Radius!



The INDIANAPOLIS NEWS sells The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

New York: DAN A. CARROLL 110 East 42nd St. Chicago: J. E. LUTZ The Tower Bldg.

Everybody's Business

By Floyd W. Parsons

How Long Prosperity?

HERE is no possible way for us to tear aside the curtain of uncertainty that hides the future. It is the essence of folly for one to speak with abso-

confidence about the business of tomorrow. Although we are far better informed toeoncerning the trends in hundreds of of enterprise than we ever were in the past, this immense supply of vital statisties is not sufficient to insure us against the effects of unforeseen and unexpected happenings.

Years ago I formed the habit of carefully filing away the predictions of eminent leaders in industry who were bold enough to express their opinions. Subsequent events proved beyond doubt that we are living in an age of loose talk.

There is something inherent in human nature that makes us want to engage in prophesies even in this day of kaleidoscopic change. We would not be so quick to gratify this desire to exhibit our wisdom if all expressions of opinion were hung up for the public to see and read later on when final judgment might be passed.

We have come again to an era when confidence is deep-rooted. Folks who were skeptical of prosperity a year or two ago have lost their timidity. We are told that conditions have changed completely and industrial depressions banished for all time. The disciples of sunshine explain to us that there can be no serious state of unemployment or important slackening of trade when money is so abundant, shelves so bare and labor efficiency so high.

When we examine the situation carefully it becomes apparent at once that our recent rise to higher planes of living and working has resulted chiefly from our having been supplied with better tools and more effective methods. On every side are devices doing the work once performed by human hands. When we buy a steak from the butcher, the scale used to do the weighing also tells the exact price of the article. So accurate are such devices today that we no longer have to waste time in calculating or counting. Even the tickets collected by conductors of trolley and subway systems are totaled by delicate weighing mechanisms. The manufacturer of paper employs a scale that will indicate a deficiency of one sheet in a package that should contain a thousand letterheads.

On every side are automatic devices designed to eliminate human effort. A few years ago the telephone companies used laborers to dig the holes for the poles. Now the electric earth drill bores a pole hole in less than a minute, and a swinging derrick raises the pole and drops it into the hole in a few seconds. Electric pumps have made possible the introduction of high pressure hydrants that permit water to be thrown



Machines for Men

5: Ewing Galloway

to a height of 250 feet. thereby doing away with the more expensive fire engine. Electric compressors reduce the volume of a bale of cotton twothirds making it possible to load more bales in a car. In many places lights are being turned on and later turned off by nothing more tangible than the break of dawn or the coming of dusk. -1nfact, some of the devices now in practical use are so delicate that the mere shadow of a passing cloud would produce an effect sufficient to turn on the lights of an entire city. Industrial hazards

are being brought under control. Automatic signal systems on land and sea have materially reduced the loss of life and property. A panel of light in the cab of the railroad engineer now reproduces the warnings of the wayside block signals even when outside vision is shut off entirely by rain or fog. If the engineer fails to observe the warnings, the train is quickly brought to a stop. New types of magnetic brakes are cutting down the stopping distance of cars by as much as 35 per cent and this not only permits higher

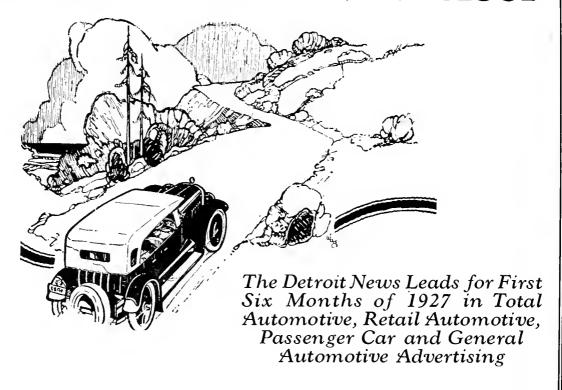
speeds, but means fewer front-end accidents.

Even the farmer is being provided with ways and means to save his erops from the blight of pests and the unruly forces of nature. Berry crops having a large percentage of damaged fruit had to be thrown away in years past because it was too expensive to try and separate the decayed berries from the sound ones by hand. Now in many places machines perform this work at small cost in a satisfactory manner. We think the prices of eggs are high. But this common food would be out of the reach of many people if it were not for the mammoth hatcheries equipped with incubators. Even in making hay it is now possible to use mechanical means to cure the grass, so it is not so necessary any longer to "make hay while the sun shines."

Electric lights now get the hens up earlier on winter mornings and this results in more eggs and more revenue. Electric pumping and heating apparatus installed by dairymen supplies the cows with drinking water at a higher temperature in the cold months and this means that the animals drink more water and give more milk. Better methods of flooding the cranberry

[CONTINUED ON PAGE 62]

Preferred by Every Type of Automotive Advertiser



Not only does the six months' record show The News leading both other local newspapers, but it also shows The News with an increasing lead over the next newspaper. Each succeeding year since 1923 The News showed increasing leadership in automotive advertising, and during the first six months of 1927 The News led the second newspaper by 221,018 lines—a greater lead by 38,908 lines over the same period of a year ago.

Nothing But Tested Results Would					
Bring This Preference					
Space in agate lines—Daily and Sunday Combined					
Retail Merchants' Automotive Advertising					
NEWS	First 6 Mos. 1927 183,904	News Lead			
Second Paper	43,050	140,854			
Third Paper	78,988	104,916			
I	Passenger Car Advertising				
NEWS	587,622				
Second Paper	538,328	49,294			
Third Paper	363,818	223,804			
Other General Automotive Advertising					
NEWS	188,370	- 1			
Second Paper	157,500	30,870			
Third Paper	81,060	107,310			
Total Automotive Advertising					
NEWS	959,896				
Second Paper	738,878	221,018			
Third Paper	523,866	436,030			

The Detroit News

The HOME newspaper



COMPLETE DIRECTORY OF COUNTRY NEWSPAPER RATES JUST PUBLISHED!

PULFILLING what James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, has called "an urgent need in national advertising," the American Press Association announces the publication of the first annual edition of The Complete Directory of Country Newspaper Rates.

The Complete Directory of Country Newspaper Rates offers advertisers and agencies the first complete compilation of Country Newspaper data, both as to rates and market facts.

More than 11,500 Country Newspapers are listed, of which 6773 are represented by the American Press Association.

Rates, circulation (town and rural), day of publication, rates per inch for various kinds of advertising, size of page, mechanical requirements are presented. In addition, market information and the service and co-operative functions of the American Press Association are thoroughly covered.

The Complete Directory of Country Newspaper Rates is a volume of facts which necessarily belongs to the active library of every national advertiser and advertising agency.

Copies may be obtained by applying to the Rate Book Department. \$3 is the price.



122 So. Michigan Avenue CHICAGO 225 West 39th Street New York City

2111 Woodward Avenue DETROIT



This is the great event to which all Printer-dom is looking forward. The progressive spirit is abroad in printing just as it is in architecture and fashion. After many years of conservatism, printing buildings carefully planned from engineering stand-

points and fine environment are today in keeping with the most advanced ideas. Of equal economic importance is the great extent to which old equipment is being replaced with labor-saving and greater production facilities. This new status of printing and its allied industries will be demonstrated in a most remarkable way at the coming Graphic Arts Exposition. Many of those who are most active in the great organizations which hold their annual conventions during the period of the Exposition will profit by the demonstrations of new composing room, photo-engraving, electrotyping, pressroom,

and processes employed in present-day craftsmanship. ¶Still more stimulating to progressive plants will be exhibits of finished products in comprehensive groupings of advertising typography, pro-

cesses of illustration, printing and binding which will comprise a department to be known as The Graphic Arts Gallery. No one should miss this very important feature. There will be no other great event of this kind for the next five years. This Exposition will be the starting point for new equipment and better printing. Owners of plants, executives, salesmen and craftsmen may well be planning now to have the advantages to be derived from attending this Exposition. If you require any information about Convention programs, space in Exposition, hotel or other reservations, write for particulars.

National Graphic Arts Expositions, Inc.

461 Eighth Avenue Room 1916

NEW YORK

A. E. GIEGENGACK,

Vice-President and Exposition Manager

Telephone LACKAWANNA 5831-2

Cease the Vacillation

"Father dear, what is that red-hot object darting back and forth between the Sales and Advertising Departments?"

"That, Oswald, is the buck."

"But, father dear, in this contest, why does not one department ultimately retain the buck?"

"Because, my lad, the object of the game is to pass the buck."

"And what is a buck, father?"

"In this case, son, the buck is the blame for insufficient sales and high selling costs."

"But, father, shouldn't the factory be awarded permanent possession of the buck for overproduction?"

"No, my child; they tried that but the buck wouldn't pass. The problem here is one of distribution."

Buck passing is not listed in the records of economics as the cause for failure; but it undoubtedly is. And when the contest is waged between Sales and Advertising Departments, it is particularly pathetic, because both sides are right. The hitch

is in the fact that each side expects the other to perform an impossible function.

The usual conception is that selling is one thing and advertising is another. Coordination between the two so that maximum sales result from minimum advertising expense, and advertising reduces selling expense, is a third function which neither department shoulders. Yet each department feels its need.

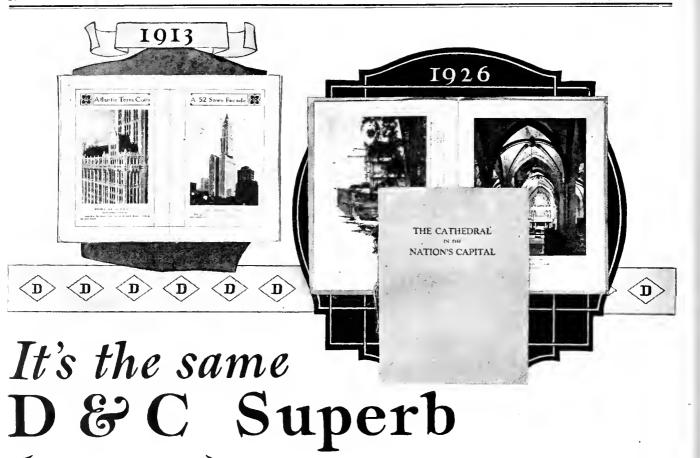
Our experience in handling marketing problems has provided the balance for many clients—nationally known organizations with competent advertising departments, excellent advertising agency connections, and well directed sales forces.

Their satisfaction is a matter of history available to you if you are seeking to economize on distribution costs by making distribution methods more profitable.

JAMES F. NEWCOMB & CO. INC.

Direct Advertising :: Merchandising Counsel 330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200



DILL & COLLINS Co's.

Distributers

ATLANTA-The Chatfield & Woods Co. BALTIMORE—The Baxter Paper Company Boston-John Carter & Co., Inc BUFFALO-The Union Paper & Twine Co. CHICAGO-The Paper Mills Company CINCINNATI-The Chatfield & Woods Co CLEVELAND-The Union Paper & Twine Co. Columbus, Onio-Scioto Paper Co. CONCORD, N. H .- John Carter & Co., Inc. DES MOINES-Carpenter Paper Company DETROIT-The Union Paper & Twine Co. GREENSBORO, N. C .- Dillard Paper Co., Inc. HARTFORD-John Carter & Co., Inc. HOUSTON, TEX .- The Paper Supply Co. INDIANAPOLIS-C. P. Lesh Paper Company JACKSONVILLE-Knight Bros. Paper Co. KANSAS CITY-Bermingham & Prosser Co. Los Angeles-Blake, Moffitt & Towne MILWAUKEE-The E. A. Bouer Company MINNEAPOLIS-Minneapolis Paper Co. New York City-Marquardt, Blake & Decker, Inc.

New York City—Miller & Wright Paper

NEW YORK CITY-M. & F. Schlosser OMAHA-Carpenter Paper Co. PHILADELPHIA-The Thomas W. Price Co. PHILADELPHIA-Raymond & McNutt Co. Philadelphia—Riegel & Co., Inc. PITTSBURGH-The Chatfield & Woods Co. PORTLAND, ORE.—Carter, Rice & Co. PROVIDENCE-John Carter & Co., Inc. RICHMOND-Virginia Paper Co., Inc. ROCHESTER, N. Y .- Geo. E. Doyle Company SACRAMENTO-Blake, Moffitt & Towne SAN ANTONIO, TEX. - San Antonio Paper Co. SEATTLE, WASH .- Carter, Rice & Co. St. Louis-Acme Paper Company St. PAUL-E. J. Stilwell Paper Co. SALT LAKE CITY-Carpenter Paper Co. San Francisco—Blake, Moffitt & Towne San Francisco-General Paper Co. Springfield, Mass.—John Carter & Co., Inc.

TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Company
WASHINGTON, D.C.—Virginia Paper Co., Inc.

ESTERDAY"—When the Woolworth Building was new, Rogers & Company produced on D & C Superb for the Atlantic Terra Cotta Company a booklet as striking and as excellent as its subject, this building.

"Today" an equally unusual structure, the Cathedral on Mount St. Albans above the national capital, has also been commemorated in book form. And again the printer, this time the Select Printing Company, of New York City, has chosen D & C Superb.

Achievements like the Woolworth Building and the Cathedral are doubtless their own best records. But many whom distance keeps from enjoying them on the spot will truly treasure these books. D & C Superb and the rest of the D & C line are papers made to carry not only the actual ink impression, but also the very spirit, of fine workmanship. That is why the printers in each instance found D & C Superb so appropriate for these two books.

There is a D & C paper for every printing need.

DILL & COLLINS Master Makers of Printing Papers

Tra

PHILADELPHIA

The Sure Hand for any advertiser to play

in the Oregon Market



The Oregonian is a ROYAL FLUSH in the Oregon Market

IDAHO

Few, INDEED, are the markets where the per capita buying power is so high; few, if any, where one paper so definitely dominates—and there is no other market, to our knowledge, where one newspaper has maintained an unbroken dominance for 76 years....in advertising, in circulation, in influence.

The Oregonian

PORTLAND, OREGON - Circulation over 104,000 daily; over 154,000 Sunday

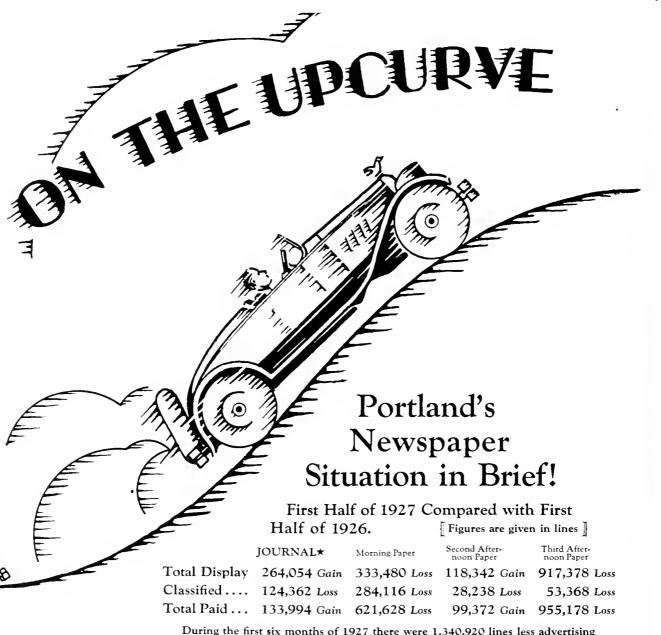
Traditionally . . . and TODAY . . . The Great Newspaper of the Pacific Northwest

The 16001

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Paperi.

SC



During the first six months of 1927 there were 1,340,920 lines less advertising placed in Portland newspapers than during the first six months of 1926. In the face of this tremendous total loss in advertising linage, The Journal showed this phenomenal record of GAINS:

> *Local Display... 140,574 Lines Gain National Display 123,480 Lines Gain Total Paid 133.944 Lines Gain

The JOURNAL Portland, Oregon

BENJAMIN & KENTNOR COMPANY ... Special Representatives

-E|LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM (:-

"There's the man who wrote that story and we all know he writes the truth"

 $\mathbf{F}^{ ext{OR}}$ several days, the minority leader of the Senate had been demanding an investigation of alleged corrupt practices in the Senatorial elections. But the resolution calling for an investigating committee seemed doomed to defeat.

And then, in its noon edition, a SCRIPPS-HOWARD Newspaper published an exclusive story that bore the headlines:

"Millions Spent in Pennsylvania Elections."

The story, when read into the Senatorial record, was immediately challenged by the opposition, and ridiculed with these words:

"It's only a newspaper story."

But the minority leader was sure of his ground. Pointing to the SCRIPPS-HOWARD correspondent in the press gallery, he cried:

"It is a newspaper story. But there's the man who wrote it, and we all know he writes the truth."

The resolution was passed, the famous Reed committee created, and the wholesome work of cleansing the election system started.

Like the senator, you, too, can be sure that what you read in a SCRIPPS-HOWARD Newspaperistrue. Facts are never distorted to make a sensation, nor concealed to curry favor with any individual or party, because SCRIPPS-HOWARD editors value too highly the faith of the public whose confidence they have won-



NEW YORK . Telegram SANFRANCISCO, News DENVER Rocks Mt. News CLEVELAND . . Press WASHINGTON . News DENVER . Evening News BALITIMORE . . . Press CINCINNATI . . . Press TOLEDO . . News-Bree PITTSBURGH . . Press INDIANAPOLIS . Times COLUMBUS . . Gitzen COVINGTON . Kentucky Post - Kentu ky Edition of Cincinnati Post

SCRIPPS-HOWARD

MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

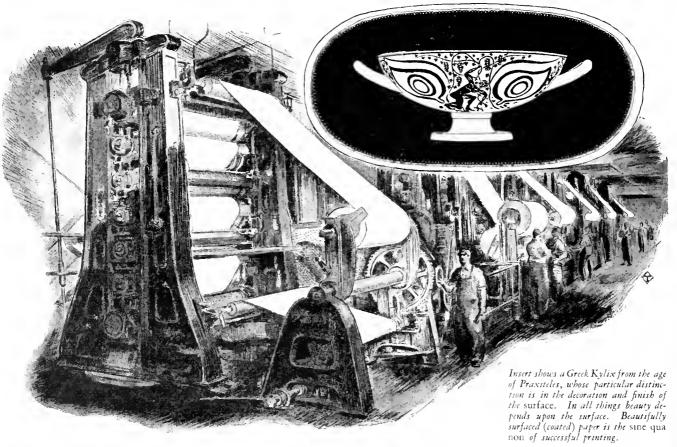


AKRON . . Times Press YOUNGSTOWN Leagram KNOXVILLE New - Seniore , P_{FC} EVANSVILLE , . . . P_{CO} TERRE HAUTE . . P_{CS} ALBUQUERQUE . . . New Mexico State Tribune

NEWSPAPERS AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., National Representatives

250 PARK AVENUE, NEW YORK + CHICAGO + SEATTLE + SAN FRANCISCO CLEVELAND . DETROIT . LOS ANGELES



BEAUTIFUL SURFACES

There are papers you love to touch. The surfaces are smooth, polished, finished. They make halftones look like studio prints. They make typography inviting. You like to see what is printed on them. You find these surfaced papers in magazines and trade papers that are published with pride; in catalogs of really fine merchandise; in the booklets and mailing pieces of concerns who think enough of themselves and of you to dress up the printed messages they send to call upon you.

Headquarters for such papers are the Cantine Mills, which for nearly forty years have been devoted exclusively to the coating of papers for good printing and lithography. Any printer can get Cantine Coated Papers through a nearby paper distributor. Catalog on request.

How Skillful are you? Send us samples of all work that you produce on any Cantine Paper. We will enter them without charge in our contests for skill in advertising and printing. Address: Martin Cantine Company, Saugerties, N.Y. Dept. 341.

The Martin Cantine Company, Saugerties, N. Y. New York Office, 501 Fifth Avenue

Cantine's

COATED

CANFOLD

SUPPLEMENT FOLIDING

AND REPORT OF COLUMN TO THE PROPERTY OF

ASHOKAN NO 1 ENAMEL BOOK Esopus

VELVETONE SEMI DULL - Eury so Print LITHO C.1 S.

polit

but

Glok

What a retail map of Boston shows

WHAT is the real measure of a trading area? Not square miles or population alone, but the *buying power* of the people who live in those square miles.

A business map of Boston reveals valuable facts for the sales manager and advertiser. It shows that Boston's great buying territory is a concentrated market located within a 12-mile radius from City Hall. In this area live 1,567,000 people—the greatest concentration in New England. And these are the people who support the greatest concentration of retail stores.

The Globe leads in this Key Market

You can cover this rich market through the Boston Globe. The Globe's Sunday circulation in this territory is the largest of any newspaper. And the daily circulation exceeds that of the Sunday. Here is a uniform 7-day coverage concentrated right in the heart of the Boston market.

Boston's own retail merchants—the department stores appreciate the value of this circulation by placing more advertising in the Globe—both daily and Sunday than in any other paper.

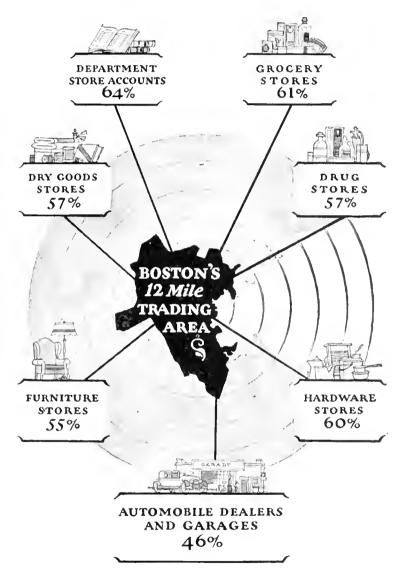
Why is it that the Globe is the choice of the people who know Boston best?

Because the Globe appeals to all classes of Boston people without regard to race, creed or political affiliation.

Freedom from bias and favoritism in general news, editorials and sports—this is the secret of the Globe's popularity with men. Its widely known Household Department and other women's features, make the Globe the daily counselor of New England women.

Merchants who know Boston have found that the Globe's readers constitute the strongest buying group in this territory. That is why the Globe is the backbone of successful advertising efforts directed at the Boston market.

BOSTON'S KEY MARKET



The Boston Globe

The Globe sells Boston's Buying Group

12 POINTS OF DISTINCTION IN THE ATLANTIC MONTHLY

News Today— History Tomorrow!

Swiftly moving days these, yet the record is written as we run, forming the current history of contemporary times reflected each month in

VII.

THE ATLANTIC

This magazine mirrors those important events and their human reactions which have an influential bearing on American progress.

PROGRESSIVE READERS

PROGRESSIVE ADVERTISERS

PROGRESSIVE CIRCULATION

Buy On A Rising Tide

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 ARLINGTON STREET

BOSTON, MASS.

RATES BASED ON NET PAID CIRCULATION OF 110,000 (ABC) BUT INCLUDE A VERY SUBSTANTIAL BONUS

Advertising & Selling

VOLUME NINE - NUMBER EIGHT

August 10, 1927

Everybody's Business Floyd W. Parsons	5
Things a Salesman Can Do Besides Selling De Leslie Jones	19
Double-Barrelled Guns Albert Leffingwell	20
The New Milline Tables BENJAMIN JEFFERSON	21
Bringing Liquozone to Success From Bankruptcy Claude C. Hopkins	22
Local Conditions That Influence Trade Wants II. A. Haring	23
How Full Is An Empty Barrel? Kenneth M. Goode	24
"Vice-Presidents and Adding Machines" An Insurance Advertising Man	25
Have You a Sales Opportunity in the Small Towns? F. G. Hubbard	27
The Hidden Values of Advertising THEODORE F. MACMANUS	28
The Editorial Page	29
How the Motion Picture Helps the Salesman A. L. White	30
The Voice in the Sky That Talks to Millions Edgar H. Felix	32
Wanted—A New Kind of Annual Report James M. Campbell	34
Let's Plug Leak Number One S. E. KISER	36
Industrial Advertising and Selling	38
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	56
Four-Color Process Standardization Joseph Farrell	58
E. O. W.	64
The News Digest	74



THE salesman of today, in the more progressive and far-sighted companies, is more than a mere seller of certain merchandise. From the increased tribulations engendered by the distribution problem, there has arisen a new conception of salesmanship. Here the stress is laid as much upon moving merchandise from the dealer's shelf as upon placing it there. In his article, "Things a Salesman Can Do Besides Selling," De Leslie Jones discusses with examples this new phase of modern business.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK

Telephone: Caledonia 9770

NEW YORK: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO; JUSTIN F. BARROUR Peoples Gas Eldg.; Wabash 4000 New Orleans, H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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There is good reading matter in the advertising pages

There is good reading matter in the advertising columns of Pictorial Review for August; for instance on the pages listed below, which show examples of advertising prepared by The H. K. McCann Company for its clients:

Page 30 Hawaiian Sliced and Crushed Pineapple

Page 34 Canners League of California

Page 43 Del Monte Peaches

Page 68 Twenty Mule Team Borax

Page 71 Zonite

Page 93 "Vaseline" Petroleum Jelly

THE H.K.M°CANN COMPANY Advertising

NEW YORK CLEVELAND CHICAGO LOS ANGELES



SEATTLE DENVER MONTREAL TORONTO

SAN FRANCISCO

AUGUST 10, 1927

Advertising & Selling

FREDERICK C. KENDALL, Editor

Contributing Editors: EARNEST ELMO CALKINS ROBERT R. UPDEGRAFF Marsh K. Powers CHARLES AUSTIN BATES FLOYD W. PARSONS KENNETH M. GOODE G. LYNN SUMNER JAMES M. CAMPBELL FRANK HOUGH, Associate Editor N. S. Greensfelder

Things a Salesman Can Do Besides Selling

By De Leslie Jones

OME years ago, a Western manufacturer of farm machinery discovered that he was entirely wrong in his conception of what his salesmen's duties should be. For decades this manufacturer had been in

the habit of securing salesmen from his factory. His standard of judgment regarding a salesman's ability was to a large extent based on how well he knew the mechanics of the firm's machinery. It had always seemed to him and to his directors that it was absolutely basic, that the salesman should be an expert in the goods the firm made. and be ready to take off his coat and fix any machine under any circumstances.

The discovery he made was that while expert mechanical salesmen were very convenient indeed for farmers in need of mechanical help and advice and for dealers who were mechanically curious, the fact was that from a selling point of view the scheme was not a success and probably would never be.

Accordingly he made some experiments. He took on a few men who knew practically nothing about mechanics or even about farming, except what a farm-bred boy will

remember. But they were very well trained in salesmanship and particularly in advertising. They were familiar with small town merchandising conditions, and they understood the problems of a small town

retailer. These men were put on the job and made unusually good records almost immediately. Then at one stroke this manufacturer engaged a complete corps of representatives who were advertising primarily counselors and salesmen. The factorytrained handy-men who had been traveling with dealers and doing the selling were called in. Some of them went back to the factory where they really belonged. The new salesmen occupied themselves with a whole new round of duties never before touched by the old ones. They put the greater part of their energy and time when visiting a dealer upon such questions as:

"How is your store arranged?"



THESE Postum Cereal Company light trucks are manned by highly organized crews who travel about continuously rendering service of nearly every conceivable kind to Postum dealers throughout the country. They do practically no out-and-out selling, but rather attempt to build up the retailer's capacity to make greater sales. This is but one example of the new trend in salesmanship which Mr. Jones discusses herewith

"What are the shopping habits of the farmers in this vicinity?"

"What is your situation in relation to neighboring towns?"

"Just how are you handling the various booklets you get from manufacturers?"

"What kind of books are you keeping?"

"What local advertising are you doing?"

"What signs have you on the outside of your store?"

"What percentage of your total business is in agricultural equipment?"

"What are the soil conditions around here, and are the farmers raising the crops best suited for this type of soil?"

There was much more. In one instance a salesman spent a half day with one dealer writing for him a series of ads and arranging for their proper display in the local newspaper. With another dealer he argued a long time entirely on the subject of the compiling of a local mailing list, and then, not satisfied

with the dealer's own resources, he went out and did some of the work himself. The mechanical details of the machine he was selling were absolutely in the background; in fact the whole subject of his goods was in the background for the moment. He was trying to teach that retailer how to be an up-to-date advertiser. This concern has ever since been a big factor in its field.

THIS is some hint of the general Levolution of selling which has taken place in a great many lines of business in the last decade or more. Salesmen seem to be changing into merchandising counselors. They are forgetting the old tricks of catchword salesmanship. They know that no matter how great is their success in selling to a dealer, what really counts in getting repeat orders and larger volume is whether that dealer is a merchant using the full battery of modern selling helps. and whether he understands retailing economics.

The change has been constantly in

the direction of other things for salesmen to do besides selling. Your old-time salesman had all the time in the world to do the old-fashioned job of selling, and he did it in the old-time manner with all the old-time trimmings of stories, entertainments, drink and palaver. The new salesman spends just as much time, if not more, on his prospects; but instead of "playing" his man as a wily fisherman plays trout, he is doing practical auxiliary selling work.

A friend of mine, sales manager for a fountain pen company, once put it to me in this way:

"Why should I expect a busy retailer to give me an hour or two of his time frequently, when the cold-blooded facts are that fountain pens constitute less than one per cent of the total volume of business of an average store selling them? The better a merchant he is, and the clearer his knowledge of mathematics, the surer he will be to figure it out that he can give me a very

[CONTINUED ON PAGE 46]

Double-Barrelled Guns

By Albert Leffingwell

Vice-president, Olmstead, Perrin and Leffingwell, Inc.

HE jurymen's faces might have been cut out of stone as the old lawyer got slowly to his feet.

Neither side had found a grain of comfort in trying to read those twelve impassive masks.

"Gentlemen of the jury," began the old man, "I will be perfectly frank with you. I am going to present my summing up in three parts.

"First, I shall give you the facts in the case. "Then I shall give you the law in the case.

"And finally, gentlemen, I shall make a desperate lunge at your passions."

More and more we realize that advertising—good advertising—must be much like that today. It fires—to mix the metaphor—with more than one barrel.

Definite, tangible facts ("average 43.28 miles per gallon in 3559-mile trip"—"27 per cent more milk than any other loaf we know") on the one hand; sincerely emotional interpretation of such facts ("The man you left behind you"—"One Boy-Power—Just how much is it") on the other

Power—Just how much is it") on the other.

No longer is "reason-why" copy a mere dull cataloguing.

No longer dare "emotional" copy be a sickishsweet blurb. The iron fist in the velvet glove—the kernel of fact held up between the finger-tips of imagination—the flower of fancy on the branch of reason—or it's not good copy today.

It has become a truism that glittering generalities bounce back from the modern reader's hardened cranium.

But it is becoming equally true that the Approach Analytical is also about to fall down. You can prove with mathematical precision that you are the One and Only—but your audience has seen that trick before.

The red balloons of sheer enthusiasm may have pleased ingenuous youth, and a statistical summary often impresses the buyer of plant machinery, but the consumer today is both sophisticated and a trifle bored.

Fire with both barrels. The facts in the case—yes, now and always; but these or similar facts are all too often public property. Given the facts it is, more and more, the desperate lunge at your passions which decides the verdict.

Always provided, of course, that it is a skill-ful lunge. For it is in lunging, of all forms of exercise, that the foot is most apt to slip.

The New Milline Tables

By Benjamin Jefferson

If I interest shown when I first introduced the Milline, some seven years ago, and the very general opinion that such exact methods of computation would be of lasting value, have inspired me to carry these computations out somewhat further, and to add to the original scope of the work by advancing a method of gauging the reader-attention presented by a given newspaper or magazine.

As the Milline system now stands, it presents the following tabulations, which supplement the ordinary columns devoted to circulation and rate per agate line:

> MILLINRATE MILLINDEX MILLINPAGE

The first of these, the Millinrate, is destined to end the loose designation of the Milline. Thus many publications have been talking about their Milline, when what they really meant was their rate per Milline, or as it will be known henceforth, as their Millinrate.

Here I wish to advise a very simple manner of finding the Millinrate. Originally I gave three ways of ascertaining the Milline. But all three involved working in decimals. Now I find, after further experience, that it is not necessary to

bother with the decimal point. All that is needed is to have a clear understanding of the starting point. Simply remember that if a publication has a circulation of 1,000,000 its Millinrate is the same as its agate line rate, and you can find the Millinrate of any publication by dividing the agate line rate by the circulation.

Suppose a magazine has a circulation of 1,000,000 and an agate line rate of \$5. As I have just pointed out, its Millinrate is also \$5. Let us say this magazine has only 500.000 circulation, but that its agate line rate remains at \$5. Dividing the first two figures of the agate line rate by the first figure of the circulation we have 10. Therefore the Millinrate is \$10. It is obvious



BENJAMIN JEFFERSON'S connection with advertising has been a long and active one. As vice-president of Lyon & Healy, Chicago musical instrument manufacturers, his experience was varied and eminently successful. But his principal claim to enduring fame was earned when he devised the milline rule for lineage computation, which has been universally adopted by publications. In the accompanying article he describes various ramifications of the milline and propounds a simpler method of computing the actual figures by means of simple elementary arithmetic

that as the Millinrate is the cost of one agate line circulated 1,000,000, in a publication with half a million the Millinrate will be twice the agate line rate.

Let us apply this method to a couple of examples from life. The Philadelphia Bulletin has a circulation of 535,096 and an agate line rate of 65 cents. To find the Millinrate we divide 65 (first adding three ciphers for convenience) by the first three figures of the circulation, i.e., 535. The answer is 121. So our Millinrate is \$1.21. Next let us look at the Country Gentleman. Its circulation is 1,356,415; its agate line rate is \$6.50. Dividing 650 by 135 (the first three figures of the circulation) after adding two figures to 650 (thus making it 65,000),

we have as a result 481. Therefore, the Millinrate of the Country Gentleman is \$4.81.

The next term, Millindex, is a combination of Milline and Index. By the simple expedient of amplifying the space from one agate line to 100 agate lines, I show at a single glance the Milline weight of an advertisement. Therefore the Millindex is always to be found by pointing off four figures of the circulation.

A magazine having a circulation of 1,000,000 would have a Millindex of 100, and a magazine with a circulation of 500,000 would have a Millindex of 50. That is to say, an advertisement of 100 agate lines inserted once in the first magazine would weigh 100 Millines, and in the second magazine would weigh 50 Millines.

Let us list a few magazines from current reports:

MAGAZINE	CIRCULATION	MILLINDEX
American	2.130.343	213.0
Collier's	1,281,590	128.1
Harper's	103,969	10.3
PictorialRevie	w 2,302,504	230.2
Review of		
Reviews	160,045	16.0
Timc	128.775	12.8

The convenient size of this unit will be apparent at once. Campaigns based upon a certain aggregate number of agate lines—as say a total of 1000 lines in each of a given list of magazines—have but to multiply the Millindex by 10

tas the Millindex is 100 lines) to find the weight of the message, and of course to find the cost they have only to multiply the Milline weight by the cost per Milline. The Millindex will make possible the sort of information that space-buyers welcome without recourse to paper and pencil.

I HAVE been urged by so many to simplify the Milline as much as possible that I feel that the new tables will fit in with a popular need. Only last week one of the largest sellers of space in the West said: "We get most of our business through the Milline. But when I want Milline figures, I have to wait for one certain clerk we have to make them. He is the only one in

[CONTINUED ON PAGE 66]

My Life in Advertising—VI

Bringing Liquozone to Success From Bankruptcy

By Claude C. Hopkins

Y years in Racine gave me unique experience in advertising proprietaries. My methods were new. Testimonials had been almost universal in those lines. I published none. Reckless claims were common. My ads said in effect: "Try this cough remedy; watch the benefits it brings. It cannot harm, for no opiates are in it. If it succeeds, the cough will stop; if it fails, it is free. Your own druggist signs the warrant."

The appeal was overwhelming. Ever since then my chief study has been to create appeals like that. When we make an offer one cannot reasonably refuse, it is pretty sure to gain acceptance. And, however generous the offer, however open to imposition, experience proves that very few will cheat those who offer a square deal. Try to hedge or protect yourself, and human nature likes to circumvent you. But remove all restrictions and say, "We trust you," and human nature likes to justify that trust. All my experience in advertising has shown that people in general are honest.

A certain man in Chicago had made a small fortune out of the Oliver typewriter, but the line was not to his liking. He was a natural advertiser, and had long been searching for the product.

While he was building a factory in Montreal, a number of men came to tell him of a germicide made in Toronto. It was called "Powley's Liquefied Ozone." Many institutions in Canada were endorsing and employing it. And, without any advertising, countless people had learned of it and used it with remarkable results

Finally this man was induced to go to Toronto to investigate the product. He found a gas-made germicide, harmless for internal use. He interviewed hundreds who had tried it, including hospitals and Catholic institutions, and became very enthusiastic.

He bought the product for \$100,-

000 and changed the name to Liquozone. Then he started to advertise and market it. He sought out an advertising man and made a year's contract with him. The next year he selected another man. In four years he tried out four advertising men who had convinced him of their ability, but the result was utter failure. All the money invested in the business had been dissipated. The company was heavily in debt. Its balance sheet showed a net value of some \$45,000 less than nothing. Which demonstrates eloquently how rare is the experience and the ability to advertise successfully a proprietary product.

Still this determined advertiser remained undiscouraged. He believed in his product, and he felt that some man, somewhere, knew how to make it win. "We will try it one year more," he said, "and this time we'll find the man."

On the last day of the fourth year he called on all the leading advertising agents of Chicago. And he asked each one to name the best man he knew of for a product of that kind. His last call was on J. L. Stack, and here he propounded the same question. Just then a telegram came in from me, accepting an invitation to dine with Mr. Stack on New Year's Eve. Mr. Stack showed the telegram and said, "That is the man, of course. No doubt others have told you. But his employer is my client. I can do nothing to harm his interests. Hopkins is my friend, and I never could advise him to consider your hopeless proposition.'

The advertiser replied, "If Hopkins is the man you say, he can probably take care of himself. Let me dine with you tonight and meet him."

That was my first contact with Liquozone. Its promoter was a charming man. His powers of persuasion were almost resistless. So, against my wishes, he induced me to stay over and meet him the next day.

That was New Year's Day. I wanted to be at home. The Liquozone office where we met was a very dingy affair. The floors and the desks were rough pine. The heat came from a rusty, round, woodburning stove. The surroundings were disheartening; the company was bankrupt. I resented being kept in Chicago for New Year's Day on such a proposition, so our interview was neither pleasant nor encouraging.

But the man who could smile and start over, after four years of failure, was not to be blocked by my attitude. In a few days he followed me to Racine. Then he asked me to accompany him on a three-day trip to Toronto. I accepted for the pleasure of his company and because I wanted a vacation.

In Toronto he placed at my disposal a vehicle and a guide. For three days I visited institutions and people who had seen the results of Liquozone. I had never heard such stories as they told. At the end of the third day I said: "I have found here a still greater reason why I cannot join with you. I am not a big enough man to tell the world about that product. I cannot do it justice. So I beg you again to forget me."

But the man was not to be denied. In a few days he came again to Racine, and we discussed the project all night. At four o'clock in the morning, worn out by importunity, impressed by the argument, I accepted his meager proposals.

WAS to be given no salary, because there was no money to pay salaries. In lieu of that I was to have a one-fourth interest in a bankrupt concern. I was to leave my beautiful offices and take a pine desk on Kinzie Street. I was to leave my friends and go out among strangers. I was to exchange my apartments in a hotel on Lake Michigan for a dingy, forty-five-dollar-a-month flat in Chicago where the wife had to do

[CONTINUED ON PAGE 51]

Local Conditions That Influence Trade Wants

Traditions and Climate in the Southwest Exert a Powerful Influence Upon Sales

By H. A. Haring

F it were possible to find a perfect index to buying power, it would still leave something to be desired; for a human equation would still remain as an unknown but important factor." That sentence is quoted from the Sales Quota study of The Curtis Publishing Company, finding, too, a counterpart in the statement by Paul T. Cherington:

"In some ways the United States is a unified market, but notwithstanding its unity in the matter of language . . . and commercial customs, it presents wide variations in

detail and enormous diversity in buying power as well as in the nature of the people. . . ."

The more detailed a market research in its coverage the more likely is the manufacturer to unearth disconcerting facts. As the study is projected into trading centers, one at a time, the more certain does it become that plans for national distribution should be, and must be, modified locally throughout the country. Only recently a maker of household heating equipment made a painstaking selection of nine states for an intensive

market survey, extending from Massachusetts to Texas. Within each of these states, three counties were picked; the ones standing highest, lowest and closest to average sales. It was thought thus to sample the country for his product, and, from the resultant exhibit, to obtain a fair cross-section of their market.

The outcome was quite unexpected. The survey produced, instead of single composite results, twenty-seven differing pictures, nearly every one of them clashing with accepted indices of population, income, automobile registrations, circulations, etc. Even the injection of climate as a factor failed to reconcile the variations. The facts could only be explained by further studies (1) into the kind and cost of fuel locally available, and (2) into the racial antecedents of the people now living in the twenty-seven counties. Thus, for a particular product, "the nature of the people" and local conditions (in this instance, fuel) showed the United States to be far from "a unified market."

Some such breaking-down of the country into trading areas is, however, a requisite step for any product whose makers covet distribution to the saturation point. New York is a rather homogeneous market of ten million people. Other metropolitan centers exist, with several millions apiece. Yet the fact remains that other tens of millions of our people dwell in sections less known to the man with New York horizon, sections obscured too often from the survey's coverage because the metropolitan markets bulk so large in concentrated consuming ca-



Photos & Pain (Callon o

THE hot, dry climate of the southmeeds such as are found in no other section of the country. Certain products will never find a market here, while certain others will sell more readily than anywhere else. Such cases are glaring examples of the danger of too much generalizing in national merchandising



The hinterlands are, it is undeniable, less concentrated. They must, especially beyond the Mississippi, many times be "discovered"

anew for each product.

Out of a recent opportunity to study the semi-arid country, centering about the state of New Mexico, have come to attention once more the contrasts that enter marketing. Some of these human equations shed an alluring sidelight on the romance of merchandising over this vast country.

Within that state it is possible, even in this year of 1927, to see wheat threshed by treading of the feet of sheep and goats, with the winnowing done over large pans or blankets, in the fashion of centuries now almost forgotten. "Some Pueblo Indian living in a cave!" may

be your reaction. To which the facts reply: "One such farmer, whom I interviewed, owns a 1926 Cadillac and his home has a Heatrola." And, further, the manager of a nearby farmers' cooperative elevator states: "No; it's just the custom here; probably one-fourth of our wheat is threshed that way."

One's first fortnight in New Mexico, outside the four or five cities, is a series of startling observations, chief of which relate to sanitation. Fresh food is handled through the marketing stages, and later kept within the homes, with a disregard to accepted principles that is to city eyes positively shocking. Protection from dogs, thieves and bandits is, apparently, the only end sought.

Hotels-not construction-gang

shanties but modern places for fifty or a hundred guests with "rooms and bath"—hotels with refrigeration plants, too, keep their meat and milk and butter and cheese in the "air cooler." This consists of a small detached building, thoroughly screened against flies and padlocked against pilferers. Within this inclosure, fresh meat keeps perfectly for weeks, even for months. Such hotels, and tens of thousands of individuals with similar air coolers, refuse to purchase "Chicago meat" for the reason that "it spoils too soon." They buy, rather, from local slaughter houses that "know how to dress it right." Most astonishing, perhaps, of all these hotel experiences was the encounter with the owner of one particularly fine house,

[CONTINUED ON PAGE 67]

How Full Is an Empty Barrel?

By Kenneth M. Goode

N empty barrel tosses in the high seas. Whitecaps burst into foam. Towering crests topple into terrifying troughs and sweep endlessly, irresistibly, over the horizon.

But the barrel just bobs up and down!

That barrel is in closest contact with colossal forces. All around it is magnificent action. Millions of tons of water toss it to and fro. But what does the barrel itself accomplish?

Substitute now for our empty barrel some notably impressive but not very compelling advertisement in any armful of Sunday newspaper or bulging magazine. Take practically at random from a leading publication copy that reads:

"The larger pocketbook demands the economy of quality—to the limited purse it is essential."

Or, a few pages further on,

"In these facts, too, is found justification of the painstaking methods employed by —— in perpetuation of – quality."

These are entirely good sentences from excellent living advertisements. Make your own most generous allowance for their unquestioned loss through removal from context. Then try and figure out just what impression a statement of this sort will at best make on the minds of a million people.

Suppose, for example, the man in the street car seat next to you looked up from his newspaper and said earnestly:

"The larger pocketbook demands economy of quality."

Would you answer:

"To the limited purse it is essen-

Or suppose your wife, speaking kindly of the superintendent of the apartment building for fixing her refrigerator, told you:

"In these facts is found justification of the painstaking methods employed by Mr. Petersen in perpetuation of this building's quality."

Would you rush the maid down to Petersen with a \$5 bill?

Printed by the millions, words these-good words in such as well arranged sentences-fill fast mail trains. They sweep by the ton across 3,000,000 miles of territory. Like a swarm of locusts they search out 15,000 towns and cities. are carried through snow and dust of 45,000 far-flung R. F. D.'s. They pile and flash on innumerable city newsstands. They search out subscribers in scattered cottages and towering apartments.

Amid all this magnificent activity, what do these words do?

Advertising gentlemen have al-

ways bought wide circulation for messages they wouldn't, by any chance, themselves deliver at their own bridge or dinner table. wonders what effect they imagine their investment is having on the public mind. And why? Are they satisfied to contribute blindly to advertising as a great economic force? Or do they expect advertising in some unseen way to reinforce the dullness of their messages with some supernatural power they can't even attempt to calculate?

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If this seems unreasonable to any advertiser, let him make his own tests. Let him learn by heart a dozen lines of copy from his own last advertisement. Then try them on his wife, his partner, or even his office boy.

Let him repeat those lines in a quiet conversational tone.

Let him try to detect any quick glint of response in his listener's eye, an attentive flash of the ear, an exclamation:

"That's certainly true! I'm mighty glad you mentioned it to me!"

Why does any one spend thousands of dollars distributing among millions of miscellaneous strangers a bunch of words that he can, in five minutes, prove definitely won't hold the interest of the first three friends he meets on the street?

"Vice-Presidents and Adding Machines"

Are Our Large Insurance Companies to Be Condemned for Their Apparent Lack of Commercial Imagination?

By An Insurance Advertising Man

THEN Earnest Elmo Calkins rose to address a recent joint luncheon meeting of the Hartford Advertising Club and the Insurance Advertising Conference, the insurance men present presumably sat back in anticipation of a complimentary speech, full of commendation of their efforts in spreading the gospel of insurance before the benighted heathen of these United States. But Mr. Calkins proceeded right at the start to let the wind out of their sails vigorous fashion. His definition of any large insurance company as being a "big building full of vice-presidents and adding machines" is so painfully near the truth that it ought to find its way into the standard dictionary.

There is no business in the world that concerns itself so intimately with human welfare; no enterprise of a commercial nature that is made up so completely of the ageold drama of life, death, and the protection of hard-earned wealth. Yet, composed as it is of the very essence of

human existence, insurance is less human in its contacts with humanity than the veriest quack patent medicine that ever was refused advertising space in a reputable journal. It is almost inconceivable that a business which is so vitally essential to the daily bread and butter of practically everyone could be so shrouded in austere mystery that not one average person in a hundred has the remotest idea of what it is, what it does or what it stands for.

The first thought of most enterprises when public education is necessary, is to advertise widely and consistently. If the public is to

Editor's Note

THIS article will undoubtedly arouse a storm of criticism, but we believe that the thoughtful reader will agree with us that underlying its apparently destructive criticism there is a certain hard fundamental truth. The problems of the insurance company are far different externally than those of the average manufacturer, but each has the one basic problem of winning public good will. If it is true, as this writer declares, that the insurance men have fallen far behind their merchandising contemporaries in this respect, it can harm little but a few men's feelings to look into the matter at some length.

The writer of this article knows intimately both the insurance field and the advertising field. Here he tries to point out some of the problems which appear the most vexing, but he does so with every effort at least to hint at possible solutions. Advertising & Selling does not necessarily subscribe to his theories, but it does feel that they are worthy of publication per se. If anyone desires to take exception to them, he is perfectly welcome to do so. Our columns are always open for frank discussion of any subject pertaining to sales or advertising, and we stand ready to welcome any constructive contributions which may be aroused by the accompanying article.

grasp the significance of an industry, the story of the industry must be told, over and over again, until it becomes thoroughly impregnated in the fibers of human understanding.

What has insurance done to make an impression on the public which furnishes the consuming market for its ware?

It has maintained a lofty silence, except for the annual purchase of page space in newspapers, whereon it blazons its annual statements and the names of the officers and directors. It has furnished its agents with slick brass cartridge pencils, paper cutters, folders con-

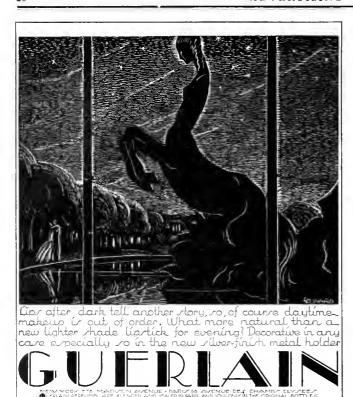
taining reduced reproductions of their sample policy forms by way of exciting reading; any number of cutting little vest pocket memorandum books. And it charges off these trinkets to "advertising expense" in the annual budget, and shakes its head pensively at the terrific cost of obtaining the public's good will.

In examining the subject of insurance advertising, it is necessary to make a partition between fire insurance and life insurance. Life insurance and fire insurance face two different problems of distribution. The life companies, generally speaking, control their market to a much greater degree than is possible for the fire companies. Many of the life companies operate under the branch office system, in which the selling agent is an employee of the home office, and his efforts consequently centered upon the sale of his own company's policies.

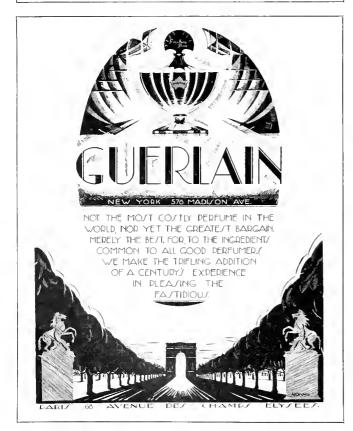
The fire companies are represented by independent agents, who are unlimited in the matter of company rep-

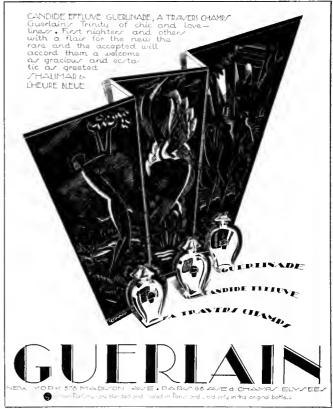
resentation. These agents are free to have one or fifty companies in their agencies. An agent's placing of fire insurance business is purely a matter of choice. He owns the market and distributes the sales according to his own notions of fitness. And he resents any attempt on the part of the fire companies to go over his head with consumer advertising and tamper with his own private market. Moreover, fire insurance advertising could easily flood the adwith business that he wouldn't touch with a ten foot pole. So when the fire companies skate around the edges and advertise fire

[CONTINUED ON PAGE 44]









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TODAY when numerous brands of cosmetics are being advertised in more or less the same way, to achieve originality in copy and layout is no easy task. Guerlain, however, has struck a new note and has maintained it. Designed to appeal to the ultra-sophisticated, these advertisements are bizarre and exotic. Leonard is the artist and with his discriminating use of heavy black and white he produces a highly compelling effect

Have You a Sales Opportunity in the Small Towns?

By F. G. Hubbard

Barton, Durstine & Osborn, Inc., New York

USTOMS, as well as times, have changed in the small towns of the United States. With the advent of the automobile and radio, Main Street in the small towns offers greater sales opportunities than the side streets of the cities.

Our lady country cousins know the styles as soon as we do. Skirts are as short and heels are as high, hair is bobbed, and the local drug store or the mail order houses do a good

volume on cosmetics and lip sticks. The male of the younger generation doesn't walk a mile, but he smokes them. And his haberdashery is on a par, as far as style is concerned, with the college sophomores.

What do these changes mean to the advertiser?

They mean that in many lines the same merchandise and the same volume per capita can now be sold in these communities as is being sold in the cities.

True, this does not apply to every industry, but the opportunities are so numerous that it is worth an advertiser's time to give this field some real study.

If you are selling gas stoves, the chances are you would waste your money unless you are selling a complete gas outfit such as that produced by the J. B. Colt Company,

On the other hand, if you sell electrical appliances, consider these figures as offering an opportunity to sell electric ranges, toasters, irons, vacuum cleaners, oil burners, electric refrigeration, etc.:

There are in the United States 10,603 cities and towns in which a newspaper is published. Seven thousand four hundred and fifty-three of these towns have a population of

Comparison of Magazine vs. Newspaper Circulation by Population Groups (Nebraska)

	Number of Families	Combined Circulation Leading Local Newspapers	tional News- paper Circu- lation from Outside Sources	Total News- paper Circu- lation	Magazine Circulation*			
					Group 1	Group 2	Group 3	Group 4
State total Two cities	303,436			486,282	72,490	81,944	115,629	175,794
over 50,000 Three cities	59,375	70,867	489	71,356	31,972	43,258	37,777	16,493
10,000-50,000 Nine cities	8,651	8,723	3,035	11,758	3,567	4,086	4,634	5,054
5,000-10,000 Sixteen cities	16,268	17,117	6,490	23,607	7,131	7,269	9,403	10,406
2,500-5,000 Under 2,500	13,516	17,128	7,029	24,157	5,075	5,436	7,928	11,470
and rural	205,626	260,093	95,311	355,404	24,745	21,859	55,887	132,371

*Group 1- Four national weeklies; Group 2—Four general monthlies; Group 3—Four women's magazines; Group 4—Six small town magazines.

2500 or less, and of these 7453 towns, 93 per cent receive current direct from a larger community or tap a nearby line.

Does this mean that if you manufacture any of the above articles that there is a market for you?

That is a question for each advertiser to answer for himself. Each product requires a study applied to it specifically. Each state requires close analysis from this standpoint, that if it offers opportunities these must be located as to towns as nearly as possible so that it will be necessary to purchase a minimum of waste circulation.

W E recently had an opportunity to make a study of the small-town market for a national advertiser, and it took over eight months to make a complete analysis of the whole United States.

But it developed that there were over 4000 of these small towns that offered sales possibilities that were not being reached effectively by the advertising the company was already doing and that it could advertise to this market economically through the local newspapers.

A study of the whole United States would require a year of preparation. And even then it would probably have a limited value, as it would have to apply to some specific advertiser, taking into account his present distribution and sales program, his current advertising program and sales potentialities.

Therefore, I have taken the State of Nebraska, divided the towns into classes based on population by families, and shown the coverage of a list of magazines

and newspapers selected arbitrarily.

Your own picture in Nebraska will change as your list of magazines and newspapers differs from those shown in the charts. However, the list I have chosen is of good size, so that most advertising lists will show a coverage less in intensity than mine.

A Study of Magazine and Newspaper Coverage in Nebraska

In this analysis of magazine and newspaper circulation in the state of Nebraska, certain classes of magazines have been grouped together with four to each group, excepting in the small-town group, where six magazines have been considered. Seldom does one advertiser use all the magazines given in this study, nor will be be apt to confine his advertising to a single group. The study, however, presents a fairly typical choice of media which will tell a definite story.

Unfortunately, the farm journals do not give the detailed circulation figures for specific cities and towns, so it has been impossible to include them in this study.

The leading newspaper in each city, based on quantity of circulation, has been used. Actual circulation figures were obtained so that

[CONTINUED ON PAGE 66]

Hidden Values of Advertising

By Theodore F. MacManus

HERE is a hidden element of value in advertising of which few take note. It operates especially in the case of products which seem incapable of advertising. This hidden element is the formation of a habit of thought; the habit of unconsciously giving a product or a name first place in the mental processes.

Products sold on a strictly competitive basis are usually presumed to be beyond the reach of benefit by advertising. This is not so. Even though the prices be the same in the case of several similar products; even though superiority be indistinguishable or incapable of demonstration—the man who enters a buyer's office representing a product which instinctively and automatically enters first into the public mind-that man enters with an intangible but very real advantage.

It matters little how the public has formed the habit of thinking first of this steel or this electrical equipment or this glass or this automobile

body, or whatever it may be. There is registered in the buyer's mind an innocent and probably unconscious tribute to the priority of the institution or its product.

This habit of mental deference may come from the size or wealth of the beneficiary. It may come from the eminence of the man or men at the head of the preferred institution. It may come from the patient suggestive reiteration of advertising. But it is very real.

It does not always win in competition, but it always carries a little or a great deal of weight in the processes of competition and selling. No preferential thought which lodges itself in the public mind is ever entirely without value, even though nine-tenths of the public never has occasion to use or buy the product in question.

When generated slowly but persistently by advertising—which is, or should be, nothing more nor less than the infiltration of the public intelligence by information or propa-



MR. MacMANUS is president of the advertising agency (Detroit) which bears his name, and is the author of "The Sword-Arm of Business," published last spring by The Devin-Adair Company

ganda—it has a special effect on public conception of the value and desirability of the stocks, bonds or other securities which the institution issues.

It is no slight thing to have the average man say or think of a business institution that is as solid as the rock of Gibraltar; or as honest as the day is long; or as good as gold.

These seemingly casual thoughts, aggregated, have a hard, definite value monetary as well as moral.

Many an advertiser of some product remote from individual or public consumption has doubtless wondered at times whether he was doing wisely in advertising.

There is no occasion for such misgivings as a rule. Precedence, priority, success, high repute, recognition of superior skill; all of these things have an asset value. They filter up through the mass to the minds of the few who actually do the buying. The "hard boiled" contractor or manufacturer or builder

or architect who specifies those "remote" products is not nearly so hard boiled as he thinks he is.

He is human, and his susceptibility to greatness or preeminence or success is precisely the same as that of any other human. He knows as well as the next man that institutions do not win the instinctive award of first place in the public mind without in some way deserving it.

They may deserve it through size or facilities or financial strength or integrity or any one of a dozen factors. But if they hold it they deserve it, and that implies an advantage in doing business with the organization.

Perhaps it is only a mental advantage; the assurance that "everything will be all right" if the favored concern is dealt with. But it is none the less a real advantage.

Millions of dollars' worth of specifications and orders are placed almost exclusively on this basis every year as a recognition of size or strength or

Ten

fitness, and all that they imply.

Why then are these not invaluable husiness assets? Why should they not be subserved and cultivated as precious possessions?

And how better subserve and cultivate and extend and expand them than by a suggestive advertising process which goes straight to the individual and public mind and proceeds forthwith to build the desired mental structure?

Advertising in this respect is still at the dawning and the cock-crow of its possibilities. It has looked in the glass and failed to recognize itself and its powers and capacities. Its real name is propaganda. Its real goal is public esteem.

And because this is a commercial age and we are a commercial nation, it is the one dominant and trusted literature of the day.

Its field is limitless—as soon as it finds itself. When it will find itself, we do not know, for this depends only on how soon it wakes up to its reality.

THE · EDITORIAL · PAGE

Paid \$1000 for Being "Too Busy to Read"

THE competition for the business man's hearing time has become so acute that many men have let themselves almost get out of the habit of reading. Even the journals of their industry or profession are wont to pile up on their desks because they are "too busy" to read them.

The result is that today hundreds of executives are busily making mistakes and overlooking opportunities because they are denying their minds and their businesses the benefit of the experience and stimulus of

other men's ideas and findings.

This train of thought comes to us as the result of an experience of a New York executive last week. This man called in a well-known business counsel to advise with him on a certain problem in his business. The "expert" told him a story of another business in a similar line which had worked out the particular problem that faced this business. That was all.

The bill was \$1,000, and it was paid cheerfully, for

it unquestionably pointed the right cause.

That executive does not know that the story he paid \$1,000 to hear was told in a business magazine that lay unopened on his desk even while he was talking with the "expert." And he probably never will discover it, for he is "too busy to read."

0.00

Some Chain Store Gymnastics

WE do not always seem to appreciate the remarkable gymnastics of success which the live chain stores are performing nowadays. They give a new meaning to retail store operation. No wonder the chain store is the most rapidly growing distribution factor of the day.

Take, for instance, the facts about the Kress stores. Ten years ago, with 130 stores, a volume of business of about fifteen millions was done, with an average profit of about \$10,000 per store. Today the average profit per store is \$27,650, or nearly three times that of a decade ago. Thus by adding only thirty-nine stores in ten years, the volume was raised from fifteen to fifty-one millions; from \$115,000 to \$306,919 per store. The volume and the profits per store were almost trebled.

The earnings per share were raised in these ten years from \$8.95 to \$37.23, and the good will, earried first at twelve million, was written down to one dollar.

These are some of the typical chain store performances of recent years. The J. C. Penney Co. recently made a complete volte-face on its old policy of managerpartners—the company having grown too large for such a plan; and now this concern, always heretofore in small towns, is to invade the cities.

Keep your eye on the chain stores; they are the astounding adventurers of modern distribution, and are not yet at their peak of development.

Another interesting chain store fact that has just come out is that 8 per cent, or 272 millions out of the \$3,400,000,000 business done by the chain stores of the

country, was sold at an actual loss; while 26 per cent. or 884 millions, was sold at cost. Most of this nonprofit business was in the grocery field, where 58,000 stores sold 812 millions at bare cost; getting their profit in 114 billions of sales in meats, dairy products, coffee. tea and baking goods.

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The Farmer Is the Biggest Truck Buyer

THE average city dweller sees thousands of trucks of corporations and business houses, and fleets of several hundred owned by one company. Naturally, he has the idea that the city is the great stamping ground of the truck. If he were a truck manufacturer he would immediately think of the city market as the

This city-bred man is due for a jolt in regard to his truck ideas. The Automobile Chamber of Commerce has now made a study of trucks and finds that the farmer leads, by a wide margin, all other truck buyers. There are 248,298 trucks on farms, and the next largest group (grocers and food handlers) is 100,000 less. And this check-up is only of farmers living along R.F.D.

The day of the horse seems thus to be passing, even on the farm. What with trucks and tractors, it is proved that gasoline instead of hav is the stuff that makes the farm go 'round.

This item of statistical news should do something to readjust the perspective of some folk who have imagined that the farmer was once more back in the days when he traded his eggs for sugar and salt at the village store and never spent anything.

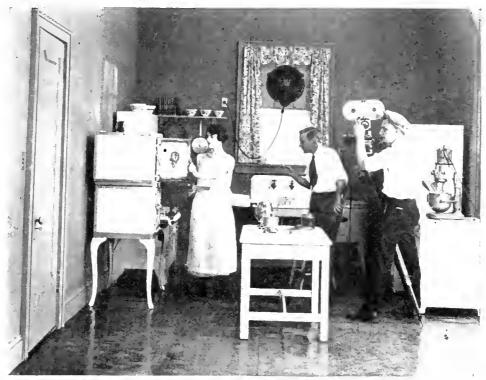
Advertising Is Paying Its Way

BUSINESS is going right on, undisturbed by disastrous floods, peak brokers' loans, high money and adverse railroad decisions, says the Wall Street Journal. Good times have continued in the face of a sharp falling off in steel production, textile depression, a break in oil prices and not too good a rubber situation.

And this journal of finance goes on to point out that this new stabilization is the result largely of new industries that did not exist a quarter of a century ago, or were merely infants at the opening of the present

This is an interesting fact, and true. Furthermore, it is worthy of note that had there been no such force as advertising, these infant industries would not yet be out of the adolescent stage and we should not be enjoying our present prosperity. For it is advertising that has "put over" the automobile, advanced the electrical industry to its present standing, created a market for the phonograph, the radio, and the mechanical refrigerator, and a dozen other products that have grown into industries.

Let those who will criticise advertising as being wasteful and uneconomic; nevertheless, our present economic security would hardly be possible without its broad influence in American life.



Courtesy Visugraphic Company

How the Motion Picture Helps the Salesman

By A. L. White

NEW help has been found during the past few years for the salesman on a hard job. This is the industrial motion picture to be used with a small portable projector which can easily be carried about by the salesman. Certain commodities by their very nature can hardly be demonstrated, or are too heavy for a salesman to take around. A stick of dynamite is just a bit dangerous for use as an illustration of the efficacy of dynamite, but a reel of film can set forth clearly and truthfully how useful dynamite can be in many lines of construction work, in mining and in clearing land. It is not always feasible for a salesman to take around a tractor to the farming districts, but a movie of a tractor can show that useful farm drudge in action, doing drawbar work, pulling stumps, threshing, and working on the roads.

So many companies now have equipped their salesmen with motion picture projectors and reels of film illustrating the various points concerning a product which a salesman would naturally want to get over to a prospect. In a flivver and with a projector and a reel of film, a salesman may press his way into the most remote parts of the country with the assurance that he can properly and interestingly present to a prospect the uses and action of the most complicated piece of heavy machinery or the most dangerous type of explosive.

A salesman might talk himself hoarse and never be able to convince a group of politicians and city officials of the efficiency of a snow loader as thoroughly as can the picture of a snow loader at work which the Barber-Greene Company uses for demonstration purposes. The picture is one reel, which can be used with a portable machine and easily projected onto a clear space on a wall or against a good-sized sheet of white paper. The story begins by showing the old methods of removing snow from city streets by the use of hand shovels. Then, contrast-

ing with these slow methods, the operations of the Barber-Greene snow loader are shown.

Shots have been taken of actual operations in various cities after heavy snow storms, and include views of the machine pushing into great banks of snow and automatically lifting the snow and dumping it into the trailers which come up one by one for rapid loading. The views are supplemented by captions which explain the good points of the apparatus as illustrated by each operation. The reel takes from twelve to fifteen minutes to run and is a most convincing proof of the efficiency and possibilities of the machine, for it is shown in actual operation. No salesman's arguments could be so convincing. Nor is it always possible to find a snowstorm all ready for demonstration purposes.

Another of the Barber-Greene films shows the work of a ditcher. In fact, this company has films showing at work respectively each one of its various large pieces of big

[CONTINUED ON PAGE 49]

BRUCE BARTON

ROY S. DURSTINE BOD ALEX F. OSBORT

BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau **Tames Rorty** Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Veselv Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley I. H. Wright

New Yark: 383 Madison Avenue

Boston: 30 Newbury Street

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

The Voice In the Sky That Talks to Millions

By Edgar H. Felix

which new means, mediums and methods of urging the innocent consumer to buy are evolved, it will soon become impossible, either sleeping or waking, to escape the ubiquitous advertiser. So long as attention to advertising is voluntary, there can be no objection to the increase of mediums, but if there is no escaping except by suicide, fainting or deafness, we may pause to wonder whether advertising is remaining uniformly pleasing and effective

Advertisers will soon be offered a new means of impressing themselves upon the public—the combination of an airplane and a superpower public address system. "The Voice in the Sky" will hover over crowded cities and shout down with millions of lung power to the crowds below. This aero-advertising venture is being sponsored by Charles Lawrance, vice-president of the Wright Aeronautical Corporation, and C. D. Ludington of Philadelphia. A three-motored Fokker plane at Teterboro Field, near New York City, is being equipped with a microphone, a powerful amplifier system, and two huge loud speakers, which will focus voice and song from as well as speech with fidelity. The

UDGING from the rapidity with the plane above to attentive multitudes below.

> Unlike most existing mediums, there is no escaping the attentioncompelling power of this device. You cannot concentrate on the pursuit of life, liberty and happiness, while this loud-voiced plane entertains When you read a magazine, you may enjoy its text and disregard the advertisements; with your radio, you may shut off a station or tune to another, if a goodwill program bores you. But, when the "Voice in the Sky" is doing its stuff, there is but one thing humanly possible extend your chin some seven inches above the collar line and listen.

> Tests have already proved the undeniable effectiveness of this new creation for the advertiser. Flying two thousand feet above a city, an area of five square miles is flooded by its voice radiations. Only the deaf, or those possessing soundproof rooms to which they may retreat when the vocal bombardment is under way, can escape.

> Perhaps this is an unfair estimate of the possibilities of the medium. The test, after all, lies in how it is used. The amplifying system is designed to transmit music

automobile-towed calliope is not such a serious embarrassment as to be considered a dangerous nuisance; the aerial singer may be entertaining to millions. The "Voice in the Sky" may be used judiciously with magnificent effectiveness. Sky writing, just as effective a neck stretcher and gaze winner as the voice-plane, did not send any trucks into the Woolworth Building, threatening to level it in a heap of ruins. The advertiser who uses the voice of the sky may win tremendous attention and, so long as the broadcast material is judiciously selected and the plane used with moderation, he may overcome any objections brought to discourage its use.

During the World War experiments were made to develop just such an equipment as a means of directing troops on the ground in operations covering a large area. The town crier of the Middle Ages is humbly dwarfed by this new monster of the air. Perhaps it may serve in a new and welcome capacity, haranguing millions with melodies and slogans. And perhaps it may be condemned as a noise making nuisance. It all depends upon how the new advertising means will be used by its sponsors.



This is the type of plane which is being equipped with lond speaking apparatus for advertising purposes



The Electrical Market in the Steam Railway Industry



ELECTRICAL energy is used in practically every branch of railway service and the steam railway industry represents not only a big market at the present time, but a rapidly growing market for electrical equipment and materials.

The electrical officers are responsible for specifying, installing and maintaining Shop Electrical Equipment, Locomotive Headlights and Turbine Generators, Heavy Electric Traction, Car Lighting, Flood Lighting for Classification Yards and Terminals, and general illumination throughout buildings and other railway facilities.

As one of the five Simmons-Boardman departmental railway publications, the Railway Electrical Engineer is devoted exclusively to the electrical problems of the steam railway industry.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

105 W. Adams St., Chicago Mandeville, La. San Francisco 6007 Euclid Ave., Cleveland Washington, D. C. London

One of the Five Simmons-Boardman Departmental Railway Publications
That Comprise the Railway Service Unit

Wanted—A New Kind of **Annual Report**

By James M. Campbell

reports are menacing. They troop in with almost every mail. Some of them are noteworthy for what they say; others for what they do not say. But, with surprisingly few exceptions, they are alike in this respect: they make little effort to "sell" the company to its stockholders.

They may, or may not, contain views of the plant. They may, or may not, include a certificate to the effect that the books and accounts have been examined by a firm of accountants and auditors. They may -and almost always do-show the names of the directors and executive officers. You are pretty sure to find in them information regarding the location of the factories, branch offices and warehouses. A balance sheet, which is supposed to show the company's financial condition, is invariably prepared so only about one person in ten can make head or tail of it.

But most annual reports are weak, mainly, in the president's letter "to the stockholders." Here is an aggravated instance of what I refer to:

February 14, 1927.

To the Stockholders of the Company: The audited and certified accounts of your company covering operations for the fiscal year ended December 31, 1926, and showing the financial position as of that date, are hereto attached.

Net sales for the year, of the parent company and its subsidiaries, amounted to 000,000,000, as compared with 00,-000,000 for the corresponding period

of 1925.

After making full provision for depreciation, bad and doubtful debts, and all other known losses, and after deducting interest on borrowed money, there remained net profits of 0,000,000. Our earnings for 1926 were adversely affected because of the rapid decline in the prices of crude doodle-daddles during the early part of the year, necessitating downward revisions in selling prices. This condition veral throughout our industry. This condition was gen-

Your company is adequately covered for its raw material requirements at prices approximating current market

quotations.

In accordance with the provisions of the company's charter, the directors

BOUT this time of year annual have voted, subject to your approval, that frankness with stockholders and at a meeting called for that purpose, to retire 00,000 shares of its preferred stock, 0,000 shares of which were in the treasury as at the close of the year, the balance of 0,000 shares having been purchased since January 1, 1927. For the Directors,

A. Dingus, President.

Now, I happen to own fifty shares of the preferred stock of the company this letter concerns. They cost me \$5,000, or thereabouts. Regularly every quarter. I get my dividend On that score, I have no ground for complaint. But I should feel much more kindly toward the company and more inclined to buy its products if, in his letter to stockholders, the president took me into his confidence to a greater extent than he does. He may not realize it -he probably does not-but I am just as much interested in the problems of his company as he is. Or. rather, I would be, if his attitude were not so damned impersonal. It is a curious fact that not once, in this company's annual report for 1926, is any reference made to any of its products. What do they manufacture? One would never learn from the annual reports.

THE General Motors Corporation does not err in this respect. Its president recognizes that there is a community of interest between the company and the men and women who own stock in it. He speaks of the corporation's employees as "partners," as "members of the General Motors family." Several times a year, stockholders receive communications which keep them informed as to the company's plans and policies. All this tends to cement the relationship which should exist between the company, the stockholder and the employee. From a recent letter to stockholders, I make this extract: "You have shared in this prosperity through dividends amounting to more than has ever been paid in any one year by any corporation on its common stock in the entire history of industrial enterprise." This seems to indicate

a high degree of prosperity are not incompatible. . . . Rather the con-

The annual report of the American Sugar Refining Company is pretty nearly perfect—as an annual report. It gives the stockholder a conception of the sugar industry as a whole. In the president's letter to stockholders, detailed reference is made to the company's problems and, under the heading "Conclusion," recognition is made of the fact that "the stockholders, bondholders and active organization constitute a powerful force of over 40,000 people, capable of advancing in their own interest the merchandising efforts of the Company." Furthermore, the balance sheet is presented in a way which makes it understandable to the layman.

THE year 1926 was unprofitable 👢 for the American Woolen Co., and I have no desire to say anything that might make a bad situation worse. But I would be more friendly toward the company if President Pierce, in his letter to stockholders, had gone into greater detail regarding some of the organization's difficulties. Now, if ever, he needs the support of the men and women who have put money "Hand-toenterprise. mouth" buying, which is supposed to be the bugbear of the textile industry, is referred to, in the annual report of the American Woolen Co., to the extent of three lines. Surely the stockholders are entitled to more information than that! Doubtless, it would be given if one specifically asked for it. But why not volunteer If hand-to-mouth buying is to be the rule rather than the exception hereafter, the stockholders have a right, it seems to me, to expect the company to adjust itself to meet that condition. The annual report throws no light on the subject.

The annual report of the National Lead Co. is no triumph of the printer's art. It does not go into detail to anything like the extent that the report of the American

[CONTINUED ON PAGE 65]



There is a difference between this and the usual run of advertising photographs. If there were not, you wouldn't be reading this copy. *Good taste.* alone, is sufficiently rare to be *interrupting. Good taste* is the basis of the national advertising of Golflex Clothes, prepared for Wilkin & Adler, Inc. by the Federal Advertising Agency, Inc., of 6 East 39th Street, New York.

Let's Plug Leak Number One

How One Form of Advertising Waste Can Be Lessened

By S. E. Kiser

R. CLAYTON
APTHORPE,
a d v e r t i s
ing director, was looking over an assortment of layouts.

"Some of these are good," he said, addressing Berwin, the agency's account manager. "The ones you have numbered 2, 3, 5, and 8 are the best, I think. You can go to a finish with those. Here's something else I want to talk to you about. We've just gone into production on a new safety lock.

I wish you'd get up a campaign on it for general magazines."

Berwin's interest was aroused immediately.

"Can you give me any dope on it?" he asked.

Apthorpe had a description of the lock, and some blue prints.

"It will be a good idea," he said, "to get busy on it right away."

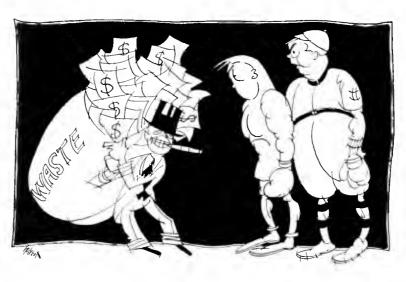
"What about space? It will 'probably be best to start with pages to get the lock introduced."

"No; I think we'd better have some good smashing half-pages. Suppose you have your contract department work out an introductory campaign, using half-pages, and we'll see how it shapes up."

Berwin's report caused a flurry at the agency. Conferences were called, and there was much discussion concerning the manner in which the new lock ought to be announced. That being agreed upon, a careful statement was prepared for Mr. Apthorpe's consideration.

The advertising director thought the agency's plan was "all right in a general way," and he asked to see about a dozen pieces of copy with roughs.

When the copy and layouts were ready. Berwin, accompanied by the president of the agency, the head of the art department, and a copy man, called on Apthorpe, supposing that his superiors would be present,



and that arrangements for the launching of the new campaign could be closed. They found the director of advertising alone in his office, and be asked them to leave their material with him for future disposal.

It developed later that Apthorpe had not been authorized to do anything about advertising the new lock, and that he had merely tossed an idea of his own to Berwin. Nothing more ever came of it, and the time and money that had been spent by the agency were wasted. But that probably didn't cause Mr. Apthorpe to lose any sleep. As far as he was concerned, the agency had merely done something toward earning its commission.

There are directors of advertising, or advertising managers, who give serious thought to the manner in which their agencies are asked to render service. They know what they want, why they want it, and are sure before they ask for it that producing it will not be simply a matter of going through the motions. Such men can usually have the benefit of sincere and enthusiastic agency cooperation.

On the other hand, there are many advertising managers who have the Apthorpe idea, if it can be called an idea. Mr. Hooper announces to Mr. Jones, the agency man, that he thinks it would be well to get up

the material for a brisk newspaper campaign, or for a tryout in class publications,

The agency man starts things going, and when he is ready to submit the material that has been produced, Hooper has changed his mind, or has learned from his superiors that they are not in favor of his proposition. The agency has gone to a lot of trouble, done a lot of extra work, and

probably spent money for nothing.
I daresay that every agency of
any consequence has had experiences

of this kind.

On almost every big account there is likely to be a lot of wasted effort. Much of this waste is unavoidable. Advertisers are compelled sometimes to change their plans. Campaigns that are undertaken in good faith have to be abandoned. There are always plenty of legitimate reasons for changes in advertising programs, and the losses sustained by agencies, because of such changes, must assumed without complaint. There is no help for them, no way in which they can be obviated, for neither the seers nor prophets in advertising can map out a course six months in advance and be sure that no deviation from it will be neces-

I believe I am conservative, however, in estimating that 75 per cent of the superfluous advertising matter prepared by agencies is a result of poor judgment, lack of consideration, and carelessly given orders for which clients and their representatives are accountable. In many instances advertising managers and their subordinates have an unfortunate tendency to order "stuff" without having any well-grounded reasons for believing that it will ever be used, or, at least, without having assured themselves that it

[CONTINUED ON PAGE 60]

"We All Made Money"

I am privileged to conclude that the business press for us as manufacturers and advertisers is all-powerful.

I can best illustrate from the pages of experience the high spots as well as the depressions that have been my experience in the administration of this busi-

ness since 1914—a period ripe with experiences likened unto which there has been no precedent in our line.

When I came to New York from the Pacific Coast in 1912, as a junior I spent a year trying to adjust myself and to definitely plan an advertising policy that would be of substantial benefit.

I saw the Business Press as a medium,

I saw some of the opportunities.

I saw with apprehension that it cost real money, and at that time because of my limited experience. I was led to believe that there was a considerable element of hazard in the undertaking of an advertising campaign, but I was convinced that the Business Press could be made a profitable medium for us.

In 1914 we undertook a contract for four one-quarter pages in the Dry Goods Economist, a total of \$160 expenditure.

At that time this expenditure caused me some anxiety because of its magnitude.

We prepared our copy, we launched our campaign (as we, with expanded chests called this venture into advertising) and the remarkable thing was that immediately after the appearance of our small ad we got results.

Our experience with the Business Press carried on and on and on. Each issue was being prepared with most meticulous care.

The years 1915, 1916 and 1917 were banner years

Portions of an address delivered at the annual meeting of the Associated Business Papers, Inc.

for us. Our campaign and our success grew and grew and grew. The results were in like proportion to the expenditure and the Business Press as we saw it was certainly a vision most delightful to behold.

We all made money.

TRUE TALK

by the General Manager of one of the largest Glove Manufacturers

Read this interesting story of glove marketing—and remember that where "Business Press" is mentioned Dry Goods Economist is meant—since the Economist has earried 90 to 100% of this menufacturer's trade advertising every year for the last twelve years.

ECONOMIST GROUP

Dry Goods Economist Dry Goods Reporter Drygoodsman

Offices in Principal Cities

Then came the difficulties, coal strikes, labor troubles, transportation strikes.

The year 1920 was the warmest winter in the Weather Bureau's history.

Cancellation after cancellation came in to us.

The Glove Business probably suffered more severely than any other line of regular merchandise. What could turn the tide? No one could carry on unless there was a complete rehabilitation. How could this be brought to pass? Style, style, style, kept ringing in our ears. Induce people to come back. Take interest again. Create new styles, etc. But how to put it over—and the answer was the Business Press.

We were all in the same Boat, irrespective of whether we were manufacturers or retailers. Anxiety was very wearing, but out of the anxiety came the answer.

Fortunately we commenced to see favorable possibilities again, and we saw the Business Press, not with the same fear and trepi-

dation as we viewed it in 1914, but saw it through the eyes of experience, and in August, 1925, we inaugurated a campaign with greater investment and more fixity of purpose.

The year 1925 closed showing us ahead in sales considerably out of proportion to the amount of expenditure involved.

We inaugurated on December 29, 1925, a selling campaign for delivery Fall 1926. Our record goes down in the annals of glove experience as one almost incredible.

The Business Press has taken our business, and has placed us in a position where we are at peace.

INDUSTRIAL ADVERTISING and SELLING

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Merchandising Turpentine Through the Jobber

By C. S. Landis Advertising Department, Hercules Powder Company

RIOR to 1925 when the Hercules Powder Company worked out its merchandising plan, turpentine distributors who sold the jobbers were quoting the dealers only 3c to 4c higher than they quoted the jobbers. No national advertising or dealer helps came from the turpentine producers. There were few, if any, tie-ups between the individual producer, the jobber, the dealer and the consumer. A customer merely bought turpentine. Yet, in spite of this situation the jobbers managed to sell about 60 per cent of the turpentine placed in the hands of the dealer. The reason was largely that of personal acquaintance and

the fact that the jobbers' salesmen handled many other products in addition to turpentine and rendered the dealer a variety of service which it was not possible for the turpentine

distributor to match.

Recognizing these conditions, the Hercules Powder Company started to advertise turpentine to consumers throughout the country, and established a price differential which gave the jobber a flat profit of 10 cents a gallon in drums and 15 cents a gallon in cans. Instead of maintaining the usual daily market change, we made a firm price which continued unchanged from Mon-day through Saturday each week. This removed the necessity of speculation in the handling of turpentine, gave the jobbers an opportunity to figure their actual cost and selling price for a week, established firm prices on steam-distilled wood turpentine, and so eliminated most of the unattractive selling conditions associated with the marketing of this product.

To compete successfully in other ays, the Hercules Powder Company established stock or shipping points at the various recognized turpentine distributing centers. The jobber, therefore, could obtain Hercules turpentine from the usual shipping points at a definite price and at a known gross profit. In addition, we cooperated with the jobbers and their salesmen by giving them a complete sales plan and copies of our advertising material, such as the guarantee, leaflets and window trims.

Our motion picture, "The Doings of Turp and Tine" has been made avail-

This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturerto-consumer marketing will be found elsewhere in the issue.



Hercules Turpentine Store Display

able to jobbers. Hercules salesmen show this motion picture to the members of the jobbing firm and to their traveling forces, explain the production of turpentine and the magnitude of Hercules operations, and make their listeners more familiar with the company's ability to supply turpentine of uniform quality. When they so request, jobbers' salesmen are supplied with prints of the turpentine film to show to dealers. Sometimes Hercules salesmen visit dealers with the jobber's salesmen. Another merchandising aid is the motion picture projector which shows the turpentine motion picture continuously in the dealer's window or inside his store. This is a sure way to attract crowds of people.

Each Thursday we mail a post card to the jobbers, giving them our prices on Hercules turpentine for the followon Friday or Saturday when they call at their home office. When the jobber has a differential sheet to add to his base cost, the jobbers salesmen have a standard and reliable basic sales figure. This eliminates the cut price idea and prevents one salesman from cutting prices in another salesman's territory.

One method of cooperating with jobbers which has proved quite popular has been to ask the jobbers to send us the names and addresses of dealers to whom they have recently sold Hercules turpentine. We then write to these dealers saying, "To help you sell the Hercules turpentine you recently pur-chased from ————, we shall be very glad to send our 5 piece turpentine window display and other Hercules advertising material."

meson of the contraction of the

We let both the jobber and dealer know that we are actively interested in pushing the sale of turpentine through

them, and we also keep them informed on how advertising turare

pentine.

Our merchandising plan has made it easier and more profitable for the jobber to sell our product. And when the jobber knows that he make a satisfactory profit on a product used in the paint trade, it is nat-ural for him to push this in conjunction with paint, instead of carrying it merely as a necessary side

Some Reasons for Being

Most of the men in this organization are, and have been trying to help themselves through various other and worthy clubs and associations. It was difficult however, scattered

as we were, to pull together toward the fulfillment of a common

purpose.

Simply to improve methods of selling and advertising is a very general object. The purpose of this association is more specific. It is to improve present methods of selling and advertising engineering products by trying to bring the truth to bear on our own problems; by each one laying down his own methods and submitting to friendly criticism; by co-operating in various active efforts, and by the interchange of ideas and experiences.

From the recently issued revised Constitution and By-Laws of the Engineering Advertisers Association.

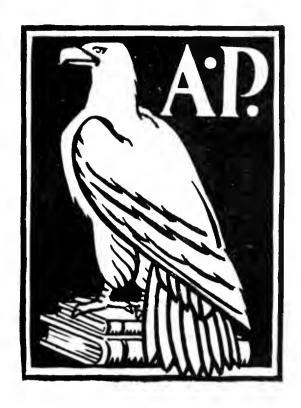
Henry von Phul-Thomas

B ORN in St. Louis while Grover Cleveland was still on the Democratic throne. After completing a high school education studied chemical engineering at St. Louis Uni-



versity and the Massachusetts Institute of Technology. In 1914 plunged into the business world with no money but great aspirations.

At this time the chemical industries



THE Printing Exposition and Craftsmen Number of the American Printer
comes out September 1st. Advertising in this issue, at this opportune
time, will be uncommonly effective.
We should be notified immediately—
before August 18th. ¶ Incidentally, in
the last few months, over five hundred
more printers and craftsmen have become readers of the American Printer.

THE AMERICAN PRINTER, INC.

9 EAST 38TH STREET, NEW YORK

around St. Louis were flat on their The Great War had not yet backs. come along to resuscitate them. Finding nothing in the chemical engineering line available for one with my presumed great ability, I decided I would leave engineering and go into husiness.

Believing that a little knowledge is a dangerous thing I decided to start at the bottom of business and took a job as a stock boy at the Shapleigh Hardware Company. After about a year and a half of this during which time I worked many jobs and received some promotion, I decided that, I knew enough of the inside working of a distributor's business. Having made this decision I severed that connection.

Knowing of my engineering training the Killark Electric Manufacturing Company offered me the position of assistant manager. The salary they offered was to me in those days a wonderful one and made me feel very important and independent. My duties with this company were to assist in the actual management of the factory and to do the purchasing. The experience I gained with them in two years' time has been some of the most valuable that I have ever had.

After the war I decided that selling was a more remunerative field than buying, so took a positon as salesman for the Gereke Allen Carton Company of St. Louis. For three and a half years I worked with this company handling local business and also all the correspondence on out-of-town accounts. As one of my main endeavors was the selling of display material, it seemed that I should know something of advertising. I joined the Advertising Club of St. Louis and began to study the themes and methods of advertising. Finally I reached the point with this company where it did not seem to me that there was much chance for further advancement, so again 1 severed my connection in a most friendly way.

About this time the Bussmann Manufacturing Company was looking for an advertising man. They happened to mention this to Mr. Gereke, who immediately suggested that they get in touch with me. And they did. That was some four and a half years ago. I am still with them, in the capacity of merchandising manager.

The National Industrial Advertising Association's Work

By J. R. Hopkins President, N. I. A. A.

Seven years ago sales and advertising executives looking for guidance in the industrial field found that they had to work out their problems as best they might with but little assistance from outside of their own organizations.

They found that industrial selling had problems of its own-markets of its own—separate and distinct from the other fields. They had but little knowledge of what might be accomplished with advertising, of how to go about it, how much to expend, how to avoid waste—what to expect from their efforts, etc.

Today, through the work of the strong district groups that comprise the industrial advertising associations, assisted by the national body, any industrial manufacturer finds the trail blazed, the roads built; has a wealth of successful precedent to draw on, a wealth of knowledge of how others have worked out problems similar to his own; has guidance and expert ad-



J. R. Hopkins

vice on how much to spend for advertising, how to tie up this expenditure with his selling efforts, how to handle his sales promotion, advertising and sales with the least waste, and has a reference literature of experience and research available whenever he wants it, with a consulting body of experts to advise him.

The above is the briefly sketched outline of the work to date of the National Industrial Advertising Association.

The Association was organized in 1922 and is made up of district industrial advertising associations in New York, Philadelphia, Cleveland, Pitts-York, Philadelphia, Cleveland, Pitts-burgh, Cincinnati, St. Louis, Chicago and Milwaukee, of which St. Louis, Cincinnati and Pittsburgh are the most recent additions. There is also a large and rapidly growing number of mem-bers-at-large who are members of the national body without being members of any district group. The total memof any district group. The total membership is now over 800 and will probably be over 1000 by this time next

The Association holds a national convention once a year together with an exhibit of industrial advertising so that members can meet and study the best work being done in the industrial field.

The talks, addresses and discussions at the annual convention are printed in what is called the "Book of Proceedings." This annual volume has long been considered as the standard text book of industrial selling and advertising and is available to all who desire a copy upon payment of a small fee.

Of the new undertakings of the Association the most noteworthy are as follows:

1. The formation of a committee to study space buying contracts of members and to suggest a standard contract that will per-mit of as much flexibility as is required,

mit of as much flexibility as is required,

2. A committee to study and survey industrial advertising and selling departmental cost accounting systems and suggest a standard master system that can be adapted to the problems of individual manufacturers. This survey to result in an exhibit of existing forms to be passed around and shown at the monthly meetings of the district associations. The work of this committee also includes a survey of selling costs in the industrial field which we hope will result in a better understanding of what constitutes sales and advertising costs and their inter-relation.

3. A committee to study what surveys are

what constitutes sales and advertising costs and their inter-relation.

3. A committee to study what surveys are most essential and required in the industrial field so that we may supply the Department of Commerce with information as to statistics and information needed the most to further the lowering of distribution costs in our field. Probably will work with a similar committee appointed by the A. B. P.

4. The educational committee which last year—through the initiative of its chairman, Mr. Ezra Clark—fathered and fostered the present educational program adopted by the International Advertising Association, continues to be an important committee with broad scope and undertaking a large work. The different district associations have perfected plans for assisting colleges and universities in their advertising studies—and are working out some very interest and are working out some very interest-

Of the former committees being continued the Harvard Award Committee and Shaw Award Committee assist members desiring to compete for these important awards and foster an ever growing number of contestants.

The committee on standardization also has a large and important work, and during the year to come will probably have some noteworthy reports to make.

The Postal Committee is assisting in the work of securing a fair and equitable rate on business postage.

The Association is co-operating with the A. N. A. in their research into costs of magazine space in the industrial field—a survey which it is hoped will be a constructive work and productive

of considerable good.
In all of the work of the N. I. A. A. the small as well as the large industrial advertiser receives careful consideration. A small company with a product of merit can now find its market and build a successful, reasonablywasteless sales and advertising plan through the work of the N. I. A. A. and its district member associations. great deal is being accomplished in this direction each year and the standards of successful sales practice for small industrial advertisers (relatively small I mean, as appropriations under \$30,-000.00 to \$40,000.00 come in this class) being augmented and bettered steadily.

The major portion of the active, constructive work of the national association is done by the local groups, where considerable more than is indicated by this brief resume is being accomplished.

Records of results prevented a false economy program!

JOHNNY WARREN dropped his hat on the agency chief's desk with the announcement: "They sure liked our new copy and sampling ideas but when the magazine list came up for an O. K.———."

"They balked?"

"Yes, somebody threw the proverbial monkey wrench by starting a false economy program. When Smart Set fell under the blue pencil, I opened up—told them just how carefully that list had been made up, just why each magazine had been selected. On Smart Set, I showed them how one advertisement of a similar product to theirs brought 1298 inquiries with 20c. each—more than paying for the cost of the advertisement. They finally O. K.'d the entire schedule."

Think of it—returns exceeded the advertising cost. Enthusiastic testimonials and increased schedules both tell us that SMART SET produces sales at the lowest cost. It should, for SMART SET, published "for the 4,000,000—not the 400," reaches the younger, buying element before preference becomes prejudice.



Stories from Life
119 West 40th St., New York

Chicago Office, 360 N. Michigan Ave.

The 8pt. Page Odds Bodkins

BOUT this book, "Your Money's Worth," which the Book of the Month Club has just put on the map; it reminds me of a scene in "The Round-Up," which held the stage for several seasons a few years back. You will remember, if you saw "The Round-Up," that the curtain went up on one act disclosing a camp scene at dawn, with the cowboys rolled up in their blankets. One by one they stretch and yawn and get up as the sun rises over the mountain. All but Buck McKee (or whatever his name was); he slept on.

"Guess I'll wake Buck," says one of the company.

"Never mind," advises another, "leave him snore. In a few minutes

he'll wake himself up.' And sure enough, presently Buck rips

off a perfectly awful snore and startles himself awake.

If Messrs. Chase and Schlink continue to slumber on in this vein long enough they will presently wake themselves up. They may even make the awful discovery that, whereas their book sells regularly at retail at \$2.00, it costs something less than 31c. to produce. And that it is being put over by salesmanship (and what salesmanship it must have taken to "sell" to the Book of the Month Club a book so ill matched to the expectations of its subscribers!), to say nothing of that force with which the authors find so much fault, but on which their royalties are so largely dependent-advertising.

Would it not, after all, be wiser to have all our books written and printed by the Bureau of Standards, and sent out numbered instead of named, perhaps distributed exclusively by the Book of the Month Club, and paid for out of the Income Tax?

---8-pt---

Anent the goat picture from T. J. McManis' office which graced this page recently, Grosvenor K. Glenn, of the Glenn group of headwear publications, writes:

Dear Odds:

In reference—goat and treadmill—wrong? The grade is too easy. Set at that grade, the darned thing would not work and, lesides, no self-respecting goat unleashed would stay put.

The same mail brings a letter from Irvin F. Paschall, of Chicago, inclosing a carbon of a letter to T. J. McM.:

Dear Mr. McManis:

I perceive that you are a goat, Down in Philadelphia there was once an

advertising convention.

To run the convention there was a com-

mittee of approximately thirty. After doing all the hard work preliminary to the convention, we organized the Goats Club on the basis that there were two classes of animals at all conventions—goats, to do the

animals at all conventions—goats, to do the work, and badgers who wore the badges and had a good time.

The Goats Club has been kept alive more in a spirit of fellowship than anything else. It has come to be quite an organization and once in a while it turns to and does a job for Philadelphia or the community or for some worthy enterprise.

Judging by the picture in Advertising & Selling you certainly have the goat idea, so I think this note about the Philadelphia situation may be interesting and informative to you.

I publish this latter because I think

I publish this letter because I think every community might well take up with this Philadelphia idea of separating the goats from the badgers.

- 8-pt. -

There isn't any advertising or sales moral to this picture. It is inserted



Punishment of a frothblower in 1666 who ignored the motto-"Lubrication in Moderation"

I ruman s Beer

has made friends since 1666

The A.O.F.B. is a charitable organisation to benefit the WEE WAIF CHARITIES

merely as optical refreshment for hot weather.

Study it and froth!

-8-pt.-

It was inevitable, I suppose that Time should have a house organ in time, and doubly inevitable that it should be called Tide.

"Dedicated to the Flow of Business,"



it is edited in the style of its parent publication, which likewise was inevitable.

But that is as far as the inevitability goes. In content it is fresh and informative and unlike anything else published, so far as my reading goes. Personally I'd like it better if it were printed on a dull coated paper and kept down to four pages.

-8-pt.-

"Why hasn't some magazine done this before?" I asked myself, when I came upon the page in Liberty, showing the progressive steps in color printing.

The mystery of process color printing interests almost everybody, and I think the editor of Liberty is to be congratulated on his perspicacity in taking his readers behind the scenes and showing them the magic of yellow, red and blue. The American public is mechanically minded and likes this sort of thing.

---8-pt---

There is good vacation philosophy in this sentence from one of Walter Prichard Eaton's books: "We see our forebears at their amusements, which, as everybody comes in time to learn, are the important things of life."

- 8-pt. -

One of my correspondents, in a vacation letter, quotes the following picturesque phrase: "Mix your blood with sunshine and take the wind into your pulses-conducive to pellucid thought."

Having quoted it, he wants (unreasonably, I think) to know where he got it. Well, I've tried Bartlett and I can't find it. Can any reader come to the rescue?

- 8-pt. -

At the Jewel Tea Company's Branch Managers' Convention at Grand Beach, Michigan, last month, Charles Henry MacIntosh coined a phrase that I shall never be able to keep house without in the future. He referred to much selling talk as little more than "the loose steam of words." That describes much advertising copy, too!

Rate based on this Circulation

This
Circulation
actually delivered

Sept. 1920 330,972 Circulation \$125 per Line

Same Old Rate June 1927 494,725 Circulation \$125,000

163,753 circulation LYCE

SEPTEMBER 1, 1920, The Weekly Kansas City Star established its advertising rate of \$1.25 per agate line, basing the rate on its circulation of 330,972.

Today The Weekly Kansas City Star has a circulation of 494,725, yet the same old rate of \$1.25 per line is still in effect. An additional 163,753 circulation! No increase in rates! This extra circulation alone would be a sizable circulation for a farmers' newspaper. Yet it comprised less than a third of The Weekly Kansas City Star's present circulation.

The Weekly Kansas City Star's advertising rate, based on circulation, is the lowest of any farmers' publication in America. This fact would still be true even if The Weekly Star today had only the circulation it had in 1920. But it has 163,753 more!

In short, Weekly Star advertisers pay for 330,972 circulation and The Weekly Star delivers them 494,725 circulation. A pretty good buy for advertisers, don't you think? "The best advertising buy in the world," you'll say, particularly when you consider that over 90% of The Weekly Star's total circulation reaches the rural two-thirds of the Southwest not covered by daily newspapers.

\$1.25 is mighty cheap for nearly half a million of this kind of circulation.

And an Additional 25% DISCOUNT

Not only does The Weekly Kansas City Star give advertisers 163,753 circulation free. It gives them an additional 25% DISCOUNT from the regular rates providing they use an equal or greater amount of space in The Daily or Sunday Kansas City Star.

The Daily-Weekly combination provides nearly a million circulation at a rate scaling down to \$1.35 a line. The Sunday-Weekly combination provides nearly 800,000 circulation at a rate scaling down to \$1.17 a line.

Largest Farmers' Weekly in the World

The Meekly Kansas City Star.

Chicago Office: 1418 Century Bldg. Wabash 1067

New York Office: 15 East 40th St. Lexington 10122.

Vice-Presidents and Adding Machines

[CONTINUED FROM PAGE 25]

way are not enough to take care of prevention and the fury of fire as an avenging demon, they are doing it with their eyes open. The fire companies problem is a problem of public enlightenment through other channels than paid advertising space.

THE situation with regard to life in-surance advertising can stand considerable renovation. A few of the life companies have approached the public through national advertising; two notable examples of genuine educational or institutional advertising have made themselves felt to a considerable degree. But as yet not a life company in this country has used a tithe of the wealth of human material that forms the pattern of its daily business. They have portrayed the advantages of an income in old age; of an assured college education for Young Hopeful; they have shown how a man can create an estate by a stroke of the pen. All of which is lifting the log by the heavy end.

The advertising that has been done is the best that could be done, because the advertising cannot be greater than the advertiser if it is to be sincere. And genuine human feeling cannot issue from an institution which is so submerged in its own processes that it views its market only in the abstract. The reason why both life and fire insurance are outside the ken of ordinary people is this: The public is not insurance conscious, because insurance is not conscious of the public.

Strange as it may seem, the business that is closest to human welfare is at the same time most remote from it. Human welfare is only a laboratory accessory in the great experiment which insurance is carrying on. Fire insurance and life insurance have different problems of distribution which affect the possibilities of their advertising; but they are alike in their aloofness from their supporting public.

No doubt this is because the insurance companies have never been compelled to keep an alert watch on shifting markets or fickle public taste. They have had no need to maintain an ambassador at the Court of The People. Style changes, shifts in buying habits, temporary business depressions—these Lugbears of the commodity manufacturers cannot penetrate the cloistered calm of the home office. Insurance has withdrawn into its contemplative self, and only a sparse handful of the many companies in the country feel any need to cultivate the good will of the people who buy their wares.

Cold, formal, precise—yes, and inhuman in the sense of detached indifference. That is the average man's conception of the insurance companies. He thinks of insurance companies as huge machines, vacuum cleaners, sucking in fabulous torrents of gold, and reluctantly dribbling out coppers when there is no escape possible. Even the newspapers help further this misconception. Let an insurance company make a false move, and the story makes the front page, spread across eight col-

umns in 72 point italic caps: "Commissioner So-and-so Flays Insurance Company," and all the scandalous details are retailed with gusto. Yet day in and day out human tragedy is averted by the insurance companies, hundreds and hundreds of times, and nothing is ever said about it. The steady old wheel horses of insurance, who drag an incredible proportion of the economic load of the country, are lucky to make a corner of the financial page when they settle a three million dollar claim twenty-four hours after receipt of proof.

Can insurance advertising as it is practiced overcome this poisonous state of affairs? I don't believe it can. Advertising that would reach the heart strings of people—advertising that has the genuine touch of human understanding and human sympathy—could you expect it from an institution that revolves around actuarial tables and financial statements? The man who actually sells the insurance is the one who really sees the human side of the business, but he is playing the game against the stacked cards of official indifference and apathy.

He stands in the shadow of an institution as impersonal as the Pyramids and as stubbornly silent as the Sphinx.

EVEN if the insurance companies were suddenly confronted by a panicky situation which would make imperative the need of sustained public education, it is doubtful whether the present condition would permit a real job to be accomplished. The man who controls the publicity policies of his company is likely to be an officer well up in the ranks. And in reaching an official position in a big insurance company, a man would have to be more than human to resist the atmosphere of statistics, risks, hazards, claims, and what not, together with all the multifarious ramifications of investments, agency relations, legal snarls and the When he is finally in position to wield his influence toward bringing about a better public understanding of the humanity of insurance, he has lost the essence of it himself. His elucidation of what insurance means would take the form of financial statements and the dollars paid out in claims in the last fifty years.

Would he listen to a rank outsider who ventured to recommend a course of action in reaching out toward the public? Can't you just imagine him smiling in a pitying way and saying:
"Why my dear man, this business takes a lifetime to absorb! I've been in it thirty-five years and haven't learned half of it. How can you expect to interpret it accurately?" The men in insurance companies who have power to control public education find it hard to think of the business in any other terms than the business itself. As they see it, the prime requisite for teaching the public the meaning of insurance is a lifetime spent in the business; and that course of study is the most certain method of removing any existing ability to reach into human understanding.

Another fatal obstacle is the ever present influence of traditions which have been handed down on velvet cushions for generations. Most of these are the kind of tradition that is put on an easel and set in the parlor along with the haircloth sofa and Grandpa's crayon portrait. Traditions? Hush! There are so many of these sacred traditional cows in the insurance pasture that no one could shy a brickbat in any direction without making a carom off the flank of one of these sacrosanct cattle. Suppose a gripping human story were to be evolved and made ready for publis consumption. What would it be like when it emerged from the far end of Officers' Row? Let us pass over the comments that would be speared into its writhing sides. It is enough to say that when it had received the accolade of the final O. K. it would be a cross between a Mid-Victorian temperance tract and a financial statement as of January 1st.

The composite obstacle made up of all the little and big taboos in insurance can probably be best described by the term "an underwriting state of mind." The first step of the insurance companies toward direct warmth of contact with people is to become reckless and devil-may-care. To throw overboard some of their stifling traditions and import some impractical dreamers who can tell the difference between a heart beat and the click of a tabulating machine. And then, painful as it would be, the next step is to let these dreamers have their own way without too much supervision by the underwriting departments. When the public finds the story of insurance brought home to it as enthusiastically as the baseball scores are published, and when people begin to realize the significance of insurance as a force that does more than any other individual influence to keep our national progress on the upgrade—then advertising will mean something.

THERE is such a Golconda of human drama in insurance that it is a crying shame to see it go to waste. The business is made up of human joy, human grief—tragedy averted, and sometimes tragedy unaverted.

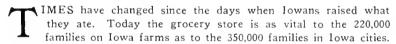
Every twenty-four hours brings its new and manifold contribution to the kaleidoscopic pattern. Poignant human stories that pour in by the hundred . . . these are turned to cold jelly and put in the ice box for laboratory analysis by the actuarial department.

As long as human beings and their misfortunes are "claims," to be filed and classified like carbon copies of letters; as long as the dissemination of insurance education and the promotion of public relations is governed by tradition and underwriting principles, just so long will insurance as an institution be compelled to get along with the crumbs under the table instead of taking its rightful place in a seat of honor. The crumbs are pretty succulent, I'll admit, and there seem to be enough of them to make insurance a prodigious financial power in the nation. But



Ask Calumet, Kellogg, or Quaker

They will tell you that as a food market Iowa is right up to par



Business men, whose mental picture of Iowa is largely agricultural, should remember that the latest figures show Iowa's annual factory output as more than \$80,000,000.00 above the annual farm output.

And employes of the average Iowa industrial plant enjoy a standard of living far higher than that of most industrial markets. They have their own homes, their own cars. They have kitchens, not kitchenettes. On their kitchen shelves you will find the same food products that you and your family enjoy.

Calumet, Kellogg, Quaker and other leaders in the food product field are consistent users of newspaper advertising in Iowa's twentyone trading centers.

They have found that such advertising is necessary in getting their full volume of business from the rich lowa market.



Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to executives on request.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette &
Republican
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque TelegranhHerald and Times
Journal
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City GlobeGazette & Times

Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune

Following the customer home

As excellent as you know your product to be, don't you wish that you could be with the customer when he unwraps or puts your product to use for the first time?

You would sum up the story that induced the customer to buy and you would show him how to use and how to care for it. You would make him a customer absolutely satisfied and then, perhaps, you would sell him some of your other products.

You can do just such things with a form of direct advertising that is attached to the product or inserted in the package. You can follow the customer home and make him a better customer. Let's discuss this kind of customer advertising.

EVANS-WINTER-HEBB Inc. Detroit
822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it bas within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

there are other things to eat on the table: public good will, for one thing; genuinely sympathetic understanding; yes, and a real affection for this institution, that will inevitably come about when its functions are really spread out in the open for everyone to look at.

Here is the great need of genuine educational advertising of insurance, and a campaign of public relations promotion that will reach and convince everyone. In one year more than 2500 pieces of legislation adverse to insurance were submitted to State legislatures in this country. When a political St. George seeks for a dragon to slay to win the fair haired princess of public approval, he couches his lance and rides atilt at the "insurance interests." It is a great dragon, with golden scales; a fierce, gluttonous beast in appearance. Yet before the might of public opinion it writhes impotently as the darts of spite and malice crunch through its defensive armor.

Give insurance a human personality like the American Red Cross (and it deserves to be called one of the greatest "Mothers of Humanity") and the atmosphere of public spite and suspicion will melt away. When insurance unbars the sacred portals and invites the public to come in and see; when insurance is regarded in its true light as a great, strong, kindly hand, supporting, strengthening and protecting, instead of a miserly fist that grasps and clutches with calloused fingers; then insurance itself will be amazed to see how many of its present irritating and costly handicaps will disappear like magic.

But mark this: Insurance will never wear the robes of a gracious and benevolent mother-of-mankind as long as the cold marble of its material buildings is outchilled by the cold marble of its own personality. The public will never venture to enter the portals of the insurance temple as a guest until it is welcomed by a human hand clasp and a genuine smile of friendship, instead of being greeted by the cool hauteur of Kelvinated statistics and the sepulchral odor of mortality tables.

What Salesmen Can Do

[CONTINUED FROM PAGE 20]

small amount of time, commensurate with the very small part fountain pens

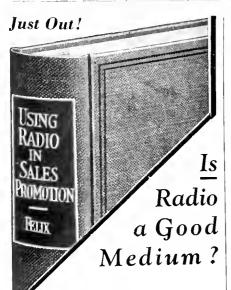
"But suppose that instead of coming to him to discuss the less than one per cent of his interest which fountain pens represent, I came equipped to discuss the entire one hundred per cent circle of his interests—knowledge of better store salesmanship in general, better advertising, better window display, etc. Is it not apparent that I have then a right to expect, and will usually get, a greater amount of attention and interest?"

Here then is the definite philosophy of the whole matter. Those who are complaining of the great waste represented by the considerable number of salesmen who call upon a retailer each day, fail to take into account this new development. It is quite true that if all the salesmen who enter a dealer's store were mere order-takers, or even if they were merely good salesmen selling only their own product and



millions of representative homes throughout the country.

> BUTTERICK PUBLISHING CO.—DOUBLEDAY, PAGE & CO. FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION



No advertising man or sales promotion expert can afford to disregard radio broadcasting; he must be prepared to decide whether or not his product lends itself to successful use of the radio medium and, if it does so, how that medium may be used effectively to achieve the desired goodwill.

Using Radio in Sales Promotion

By Edgar II. Felix

Broadcasting and Merchandising Consultant Contributing Editor, Radio Broadcast: Member, Institute of Radio Engineers.

> 386 Pages, 6x9, 43 Illustrations— \$5.00 net, postpaid

Here is a book that gives you the "How and Why" of up-to-the-minute practice in commercial radio broadcasting. It is the first book to cover this new field. The subject is discussed from every possible angle, from a consideration of who should use the radio medium, to the relation of broadcasting to advertising and publicity.

Some of the Chapters

I.—Logical Users of the Radio Medium;
III.—Qualities of Successful Good Will Programs;
VIII.—Formulating the Program Policy;
X.—Directing the Broadcasting Effort;
XI.—Opening and Closing Announcements.

EXAMINE THE BOOK FOR 10 DAYS FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid, in 10 days, or to send us \$5 as payment in full at that time. Mail the coupon NOB'!

FREE EXAMINATION COUPON

McGRAW-IIILL BOOK CO., Inc. 370 Seventh Ave., New York
You may send me for 10 days' examination Felix's INSING RADIO IN SALES PROMO- TION, \$5.00. 1 agree to return the book, postpald, within 10 days of receipt or to remit for it.
Name
Address
Official Position
Name of Company

sticking entirely to the job of selling, the pressure on the retailer would be rather unbearable. He would sicken, as he often does now, when the salesmen who see him are not up to the new standard, and give them very little time. But when salesmen come in to do other things than merely selling, the retailer is a distinct gainer.

W HETHER he is a small town or a large city merchant this remains true, for the large city retailer gets the best-trained and most informative of the salesmen to call on him. I do not think there can be any question but that thousands of small retailers, in large and small towns, could not stay in business were it not for the things besides selling which salesmen do for them. The salesmen represent the ideas of high-powered merchandising departments at their home offices, which in many cases spend thousands of dollars merely to help work out the retailer's general problems.

Many decades ago such policies became necessary in the fields where the merchants were especially backward. For instance, the Standard Sanitary Manufacturing Company, which did a great job in making modern bath tubs standard American home equipment, was obliged to conduct a school of training for the plumbing and plumbing supply dealers in order that bath fixtures might be properly understood, displayed, installed and merchandised. Then things happened. Sales spurted. There are other backward types of retailers today, and if a manufacturer is aiming to sell through them or to depend entirely on selling alone, very little would happen.

Another source of extra duties for salesmen is the increased analytical work piled on salesmen by headquarters. In modern times, with our far greater analytical approach to selling, the salesmen are called upon for much greater detail than ever before. Such detail often includes:

Studying credit information Making surveys Making collections Making out detailed records Checking advertising Checking up competition

Less and less, however, are salesmen called upon to do survey and market research work. It has long been recognized that this is one job that they should not be given, because there is too much opportunity for local bias; also too much effort is required which must be subtracted from selling energy.

At one time when the new duties for salesmen were developing particularly fast, there was considerable agitation for extra pay for salesmen who were doing work besides selling. This was naturally most noticeable in the field where salesmen were being paid on commission only. In the task and bonus system worked out by an engineer for a typewriting company, this situation was definitely noticed and provided for. Salesmen were paid so much for a demonstration, so much for a new prospect, so much for various other items of service and non-selling activities.

A definite tendency is noticeable to specialize selling work in such a way that one man will do a certain type of work in the field, and another man will do still another type. The field of missionary effort in selling has been



SENTINELS OF SAFETY

The Explosives Engineer trophy. Designed and executed by the celebrated scutptar, Begni del Piatta. A bronze cast is aworded each year to the bituminous coal mine, the anthracite mine, the metal mine, the non-metallic mine, and the quarry adjudged the winners in the National Safety Competition.

HERE is probably no other common activity in which coal mines, metal mines, non-metallic mines and quarries throughout the United States are engaged that holds the interest of as high a percentage of the management and men in these industries, as does the Annual National Safety Competition for The Explosives Engineer trophy illustrated above.

This competition, conceived by The Explosives Engineer, is conducted under the auspices of the United States Bureau of Mines. In 1926 it involved the tabulation of all accidents occurring during the course of 95,000,000 man hours of labor.

Herbert Hoover wrote a personal letter of congratulation to each of the winners, and every employee of the winning plants received a certificate of honor signed by the Director of the United States Bureau of Mines.

A story by Scott Turner, Director of the United States Bureau of Mines, in our July number, describes the purposes and scope of this great industrial safety contest and the encouraging results it has already accomplished.

The

Explosives Engineer

1000 Delaware Trust Bldg. Wilmington, Delaware

considerably enlarged in recent years. The Postum Company, for instance, has very finely organized crews, using light trucks, who travel about renderlight trucks, who travel about rendering service and advice of many kinds, and do practically no selling whatever. They are out to build up the capacity of the retailer to make sales. The Thermos Bottle Company at one period traveled specialists around the country who concentrated entirely on training retail salespeople in salesmanship. It is quite conceivable that this tendency toward specialization will continue its rapid growth, since the field of selling is adding so many new tasks to the primary task of securing the order. It is now a familiar phrase that selling is a fifty-fifty proposition:

that selling is a fifty-fifty proposition: one-half selling of goods and one-half a miscellany of service. This probably approximates the actual situation for most up-to-date concerns. Whether this proportion of half and half will be changed, or whether selling will occupy a still smaller part of the picture, is not at all improbable. The development by several large concerns which have worked out inventory systems whereby dealers are kept automatically stocked with a certain prearranged proportion of various items, has proved itself thoroughly efficient for certain lines, and it has put sell-ing alone upon a mere 10 per cent ratio, leaving the other 90 per cent to

ratio, leaving the other 90 per cent to represent service.

It is becoming more and more plain that the real job of a manufacturer is to develop consumption broadly and strengthen the hands of dealers for the creative work which must be done locally in order to bring this about. This means increasingly important tasks for the salesman aside from his selling function

selling function.

Motion Picture Selling

[CONTINUED FROM PAGE 30]

machinery which it would be impossible to demonstrate clearly in any other way without great expense and time. The branch offices of the Barber-Greene Company throughout this country and in many foreign countries are equipped with prints of these films and with portable projectors for the use of salesmen. The company has found this method of demonstration a splendid time saver and a convincing argument in regard to the efficiency of its machines.

In many cases the use of the movie hy salesmen is such a new departure by salesmen is such a new departure that the companies are not yet fully convinced of its efficacy. One large boiler company which for some time has successfully used a movie to be shown before technical schools and clubs, has just recently tried the experiment of equipping its salesmen with projectors and a reel showing the use and action of the boilers. Some with projectors and a reel showing the use and action of the boilers. Some of the company's branch offices have taken up the plan with more or less enthusiasm, but many of the salesmen say that they do not want to be bothered with carrying the projector around with them, and prefer the old methods of presentation.

On the other hand, the Dorr Company, engineers, who have just recent-

pany, engineers, who have just recently adopted this method, are pleased with results so far obtained and enthusiastic in their belief that the motion

1920 CHANGING YEARS 1927

Postmaster Charles C. Kellogg in reply to questions regarding the growth of Detroit says:

"We now have in the Detroit Post Office 1045 carriers as compared to 550 in 1920. Each carrier will average 1742 people or a total of 1,806,454. There are approximately 405,501 families receiving mail from the Detroit Post Office."

Are they receiving your advertising message? Detroit has had its greatest growth in the last seven years--so has the Times.

1920

1927

DETROIT TIMES

5,025 241,834

(City Circulation)

DETROIT NEWS 205,911 249,036

(City Circulation)

*EVENINGS EXCEPT SATURDAY

The Times Is Growing With Detroit



Entire block fronting Central Park

Advertising Men Find-

superlative comfort, convenience and pleasant surroundings at the Hotel Majestic-favorite stopping-place for traveled people. They know.

Whether alone or with family, the location is ideal-only a step from theatre and shopping districts and a few minutes to all business centers.

With a "front yard" of 843 acres, the big, cheery rooms at the Majestic are exceptionally attractive. The cuisine is un-surpassed, and good music, comfortable lounge and other features combine to make you glad you came.

Try it when next in New York

Copeland Townsend

Majestic Hotel RESTAURANTS

Two West 72nd Street Entire block fronting Central Park

NEW YORK

Telephone Endicott 1900

THE HOTEL MAJESTIC Central Park West at 72nd Street New York City

Without obligating me, please send me booklet and information as to arrangements for a party ofpeople

Address Adv. & Selilng 7-27-27

PRACTICAL BUSINESS FORECASTING

by DAVID F. JORDAN

Associate Professor of Finance, New York University: Investment Consultant, Halsey, Stuart & Co.; formerly Economist, General Electric Company. Author of "Investments."

> Sent on Approval Prentice-Hall, Inc. **NEW YORK**

This book gives a concise survey of accepted principles as distinguished from debatable theories. It is a composite answer to

"How may American business plan intelligently for the future?"

Here, for the first time, is revealed how numerous companies plan ahead so that their businesses continue growing, regardless of local or national depressions. The material used in the preparation of this work was gathered from many sources including hundreds of representative American business houses

285 pages 6 x 9 inches

----- FREE EXAMINATION COUPON-----

PRENTICE-HALL, Inc.,
70 Fifth Ave., New York, N. Y.
Without cost or obligation, you may send me PRACTICAL
BUSINESS FORECASTING for examination. After five
days 1 will either remit \$4 in full payment or return the
hook.

picture is an exceedingly efficacious aid to their sales engineers. They have been using the motion picture particularly to demonstrate the application of their sewage disposal apparatus and, like the Barber Greene people, have taken views of actual operations. The taken views of actual operations. The Dorr Company always "services" in-stallations of their equipment and while their engineers are supervising the initial operation of a new installation, movie shots are taken of the work.

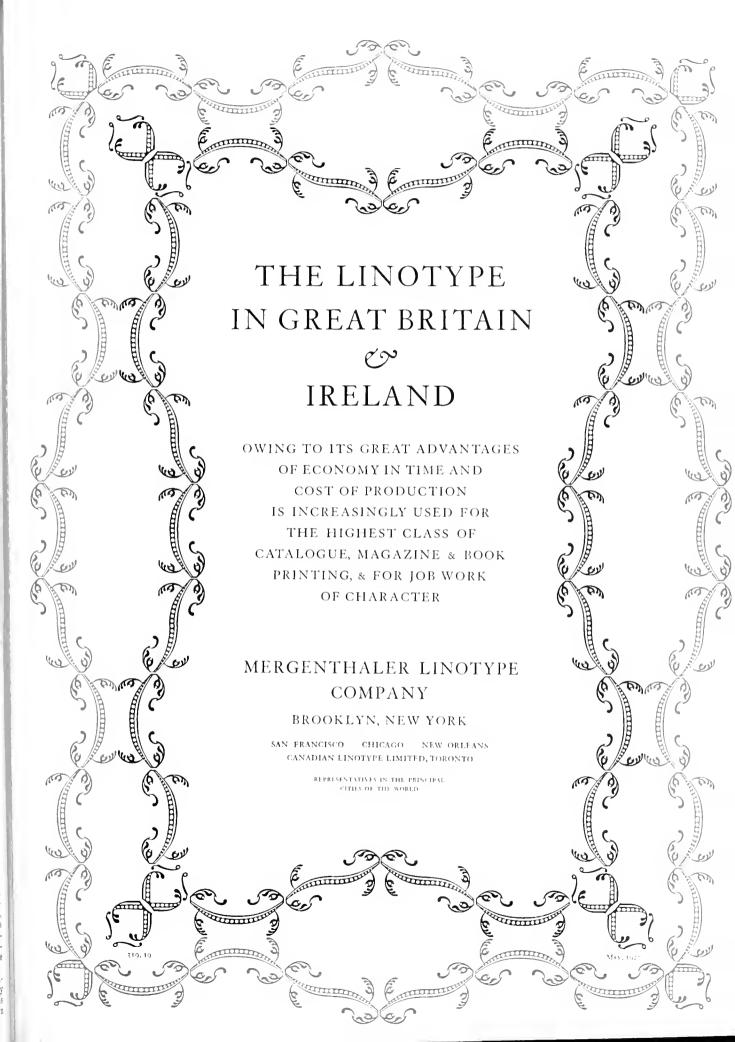
W HILE the motion picture is useful in the demonstration of large machinery, it is also used extensively for the explanation of technical points which might be talked by a salesman but could only be proved by a clear illustration. The Pocahontas Fuel Company found that their customers and prospects did not appreciate what the company's processes meant and what a vast difference is made by careful grading and washings of coal.
Consequently the company had made a
motion picture which is a fine example of a well-constructed sales film. It secured an equipment of thirty-two portable projectors, and now, equipped with a projector and the reel, each salesman of the company can give his prospects a pictorial visit to the mine, and let them see for themselves in less than twenty minutes the whole process of mining and producing clean coal.

Not only for big machinery or for technical processes has the motion picture proved a good sales aid. The Kraft Cheese Company has a very interesting picture which portrays cheese-making from earliest times down through the present factory methods of the company. While the views were taken in the Kraft Cheese factories, the company is mentioned only incidentally; consequently, the picture is suitable for public showings to general audiences as well as for straight advertising and selling purposes. Inasmuch as Kraft Cheese Company sells through jobbers, it does not use the picture for direct selling to the individual, but shows it before groups of distributors and their salesmen, as well as using it within its own

ranks to instruct its own salesmen. Besides these showings for direct business purposes, the picture has an educational value which makes it in constant demand for showings before schools and other general public gatherings. The company is proud of public its movie, as well it might be, and with its equipment of prints and portable projectors, it has been showing the picture to good-sized groups three and

four times a week. Several companies which began by having a motion picture for showing before large audiences have had such success with them that they have developed other pictures suitable for use by their salesmen. The Westinghouse Electric Company has two wonderful films, "White Coal" and "Transportation," which have carried the story of electricity all over the world. These two are not primarily advertising films, except in an indirect way, but are educational contributions from the electrical industry showing the advances of electricity and merely incidentally, the part that Westinghouse has played in that advance.

Besides these two big films, the company has others designed for use by the company's salesmen. These films show the construction and the main



THE FIRST CENTURY OF TYPOGRAPHY

IN THE
WARD OF FARRINGDON WITHOUT
IN THE CITY OF LONDON



PYNSON'S DEVICE, RECUT ON WOOD, FROM PIERRE GRINGORE'S "CASTELL OF LABOURE," 1505

BY A MEMBER OF THE COMMON COUNCIL OF THE CORPORATION OF THE CITY OF LONDON

OF ALL PUBLISHERS AND BOOKSELLERS

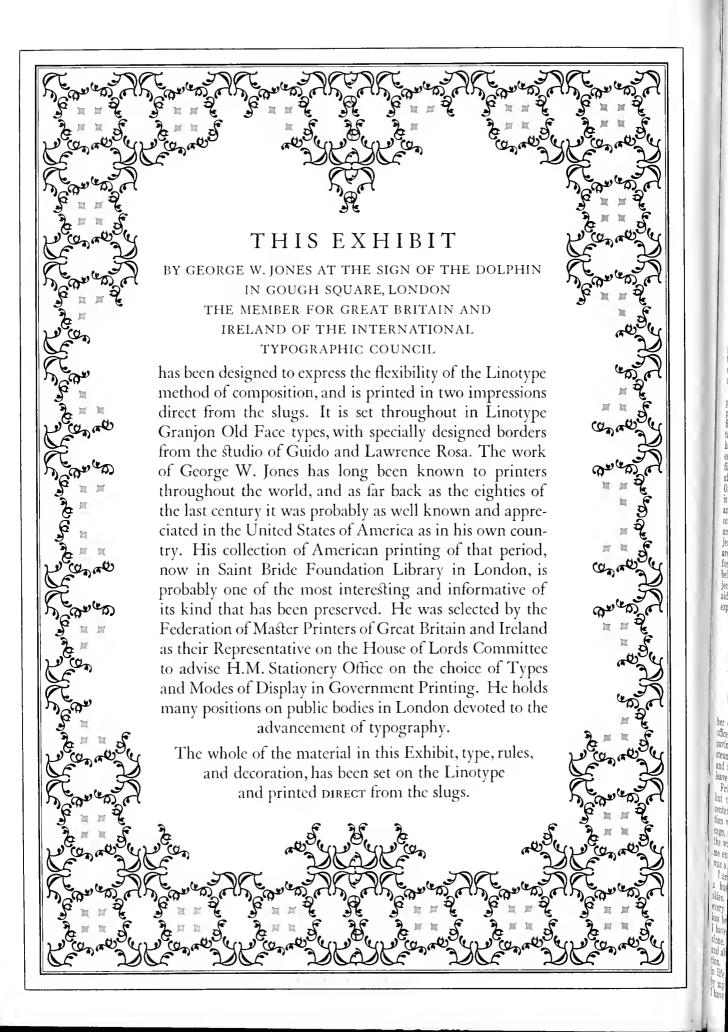
".... this is a book face worthy to rank with Caslon for usefulness, with Centaur for beauty; sharp enough for publicity, clear enough for a dictionary. For some reason the face is called 'Granjon.' It would seem that Garamont's name having so long been used on a design he never cut is now by stern justice left off the face which is undoubtedly his."

—From "The Garamond Types" by Paul Beaujon, in The Fleuron, 1926

THE Editor of The Fleuron, in a Notice



dof The Linotype & Printing Machinery Record for July, 1926: "We await with interest a definitive specimen, worthily printed, of all the sizes of the 'Granjon' face of the Linotype & Machinery Ltd. designed by Mr. George William Jones. As Mr. Beaujon has pointed out in this $^{\infty}$ number the importance of this roman for contemporary book-work, it only remains here to report on the sizes now available to composing-rooms, and shewn in the July Linotype Record. The fourteen-point, being nearest in size to the face which served as a model (a roman used by Jean Poupy in Bourchier's Historia Ecclesiastica, Paris 1582), is the most successful, although there has been no unwise attempt to produce a facsimile. The lightness and condensation of the lower-case gives the authentic spirit of the sixteenth-century letter; only an instructed designer, working from personal convictions, could so successfully have avoided the heaviness of most revivals from inked impressions. The capitals have been subdued by narrowing, and so improved."



points of advantage of the Westing-house apparatus. The distribution of the pictures is handled entirely by the salesman with individual customers or groups of customer's engineers. Here the company has concrete evidence of actual results in sales which can be attributed to the use of the films.

Many companies have their own cameras, but others have pictures made

by regular industrial motion picture companies which are equipped with powerful and expensive lighting ap-paratus which is necessary for the taking of interiors, and the standard sized motion picture cameras with which is used 35 millimeter film. From the original picture as many copies as desired may be made, either in the standard size to be used with a regular-sized motion picture projector. or by reduction for use in a small projector. The cost of having a picture made by one of these companies ranges from \$1,000 to \$5,000 per reel, according to the technical difficulties involved in taking the picture. For the original price many of the motion picture companies make one negative and one positive print. Additional prints may be obtained at a cost of around seven cents a foot or about \$70 a reel.

There are several makes of motion picture projectors. The larger sized projectors which take 35 millimeter film range in price from around \$195 to \$365. The highest priced machines have a stereoption attackment. have a stereopticon attachment. Smaller projectors which take 16 millimeter film do very efficient work. The price of some of these runs as low as \$125. One of these smaller machines, which is very handy for the use of salesmen and is popular with several of the big companies, weighs around nine pounds and retails at \$190. Still smaller projectors sell as low as \$60, but these are generally not considered so suitable for industrial use. Constant effort is being made to improve the small projectors so as to make them efficient aids to salesmen with the least possible expenditure of energy.

Liquozone Success

[CONTINUED FROM PAGE 22]

her own work. I was to walk to the office to save street-car fare so that my savings might be conserved. I had a steam automobile, the first in Racine, and the joy of my leisure. I had to leave that.

Friends gave me farewell parties, but the conversation at all of them centered on my foolishness. A delegation was sent to ride with me to Chicago, and to argue against my folly all the way. My closest friend repudiated me entirely. He said that good sense was a prime requisite in a friend.

I am sure that few men ever entered a business adventure under darker skies. But I want to say here that every great accomplishment of my life has been won against such opposition. I have always had to meet emergencies alone. I have had to decide for myself, and always against tremendous opposiin life has been ridiculed and opposed by my friends. The greatest winnings I have made, in happiness or in money,

Jyramid Sales Ortfolio



-credit to Pyramid for opening new Accounts"



OUTCHESS TROUSERS, a large national O'TCHESS TROUSERS, a large national advertiser with dealers in all parts of the world, is finding the "Pyramid Sales Portfolio" a distinct help in opening new accounts as well as a method for getting attention and holding prospects' interest. The Pyramid will do the same for you. May we send you our 16 page booklet describing both the single and double visual Pyramid Sales Portfolio?

" 4sk the Mnn Whn Uses One"

Michigan Book Binding Co. Schmidt Power Bldg., Detroit, Mich. FACTORIES roll, Mich. Walkerville, Ont.



for Dr. Niles

Dr. John G. Niles of Somerville, Mass., had a little article in April Oral Hygiene.

On the day Dr. Niles' own copy of the issue arrived at his office the letter carrier also brought 27 letters from readers commenting on the article and asking for more information.

This is no uncommon experience for an Oral Hygiene contributor.

Is it necessary to analyze the incident for advertising men?

DRAL HYGIENE

Every Dentist Every Month 1116 Wolfendale Street, N. S. PITTSBURGH, PA.

CHICAGO W. B. Conant, Peoples Gas Bldg., Harrison 2418. NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758. ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43. SAN FIRANCISCO: Roger A. Johnstone, 155 Mont-gomery St., Kearny 8086.

M. C. Eaton Wins Prize in Cost-Reducing Contest



M. C. EATON, Vice-President in Charge of Production of the Norwich Pharmacal Company, wins the August prize in MANUFACTURING INDUSTRIES' monthly contest for brief articles on cost-reducing ideas and methods. His article describes methods that are saving \$200,000 per year in payroll for his company and have reduced inventories by a million dollars.

Five other contributions to this contest are also published in August. They describe methods that save from \$7,500 to \$540,000 per year for the

Bettendorf Company, The Pollak Steel Company, Fayette R. Plumb, Inc., the Beckman Company, and the Hydraulic Steel Company.

MANUFACTURING INDUSTRIES goes to important executives in the big plants of the country-men who are always studying manufacturing economies and reduction of costs. If you sell equipment on this basis, let them know about it.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York Member A. B. C.—A. B. P.

A WORLD WIDE







A C PEARSON

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*ir YPC

Pt-siler; f the Textify

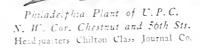
Publishing Co., N.Y.C.

FRITZ J. FRANK President of the UPC Persolvent of the Indu Age Publishing Co., NYC

Vice-Prisitent of the U.F.C President of the Chilton Class Journal Co., Phoa

F. C. STEVENS
Treasurer of the U.P.C.
Product of the Federal
Printing Co., N. Y. C.





SERVICE

Through a Staff of 655 Editors and Correspondents

I T is difficult for the layman to comprehend the workings of an organization such as the United Publishers Corporation, for the details of business-paper publishing are multitudinous.

For example, there are over 600 editors and correspondents in all parts of the world regularly contributing to the reading pages of the group of publications owned by the United Publishers Corporation.

This vast army of news-gatherers accounts for the great reader interest of the U. P. C. journals, which are leaders in their respective fields. The United Publishers Corporation is made up of many different units which deal thoroughly with all phases of the publishing business.

This type of organization has the advantage of the individual initiative of the units and the advisory direction of the parent corporation.



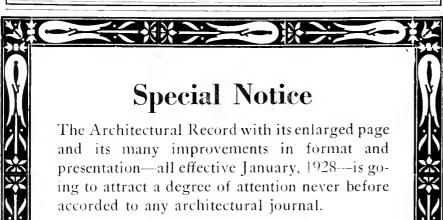
UNITED
PUBLISHERS
CORPORATION

Who Buys Artists' Material?

THE readers of THE POSTER offer a compact, fertile field to those who sell art materials. Besides commercial artists, student artists, teachers and supervisors of art, THE POSTER is used in art school class work by thousands of students who are building up a knowledge of and a preference for certain brands. It is also in constant use in art departments of advertisers, advertising agencies and poster plants, a profitable market for the sale of art supplies.

THE POSTER

Published monthly at 307 South Green Street, Chicago



To its present advantages of dominating circulation and intimate contact with the field will be added this very real and important factor of exceptional news and attention value.

On request—full information on The Architectural Record for 1928—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—and sample copy.

(Average net paid 6 months ending December, 1926, 11,409)

The ARCHITECTURAL RECORD
119 West Fortieth Street, New York, N. Y.

Member A. B. C. Member A. B. P., Inc.

が大変が

have been accomplished amid almost universal scorn.

But I have reasoned in this way: The average man is not successful. We meet very few who attain their goal; very few who are really happy or even content. Then why should we let the majority rule in matters affecting our lives?

I went into Liquozone under the circumstances stated. I was playing a desperate game. Four men in four years had failed utterly. Yet on this dubious venture I was staking all I had. Night after night I paced Lincoln Park trying to evolve a plan. I held to my old conceptions. Serve better than others, offer more than others, and you are pretty sure to win in the long run.

ONE morning I came to my office with the winning idea. "Let us buy the first 50-cent bottle," I said. "Then, to all who accept, let us offer a guarantee on six dollar bottles. We pay for the first bottle. If that test leads the prospect to continue, we take the risk on the rest."

My associate was appalled. "We are bankrupt now," he said. "Your proposition will throw us into chaos!"

But I obtained his permission to try my plan in a dozen small Illinois cities. We offered a 50-cent bottle free. To each inquirer we sent an order on a certain local druggist for the bottle, and said, "We will pay you the entire price."

Then we sent to each inquirer a guarantee, offering six dollar-bottles for five dollars. The druggist would sign the warrant. If results from those six bottles proved unsatisfactory, every penny would be returned.

Consider how resistless was such a proposition. A fifty-cent bottle free. Then a five-dollar lot under warrant. "Just say to your druggist that you are dissatisfied, and your money will be returned without argument."

I had a proposition which no reasonable person could refuse. As most people are reasonable, I knew that most of those in need would accept it without hesitation.

We found in those test cities that our inquiries for free bottles cost us 18 cents each. We waited thirty days, and we found that our sale was 90 cents per inquirer. The profit on our sales far more than paid the advertising before the bills were due. And the claims made under our guarantee amounted to less than two per cent on our sales.

for

I secured statements from the druggists advertised, citing those results. Then I sent those statements to other leading druggists, one in each city. I also recited the results I had obtained for them in other proprietary lines. With each letter I enclosed a contract. It specified the advertising to be done. It promised that all inquiries for the free bottle would be referred to one certain store. The condition was an order, the amount of which would more than cover that advertising. The order was a definite order for a product they had never seen. But we secured those orders from leading druggists—all by letter—to an amount exceeding \$100,000.

Then we took the orders to our advertising agent. "We have no money," we said. "We owe you \$16,000 which we cannot pay. But here are orders

from good druggists for \$100,000. Let us assign them to you for that amount of advertising. That is the only way, and a sure way, to get back what we

owe you."

The agency accepted that proposition, because they had no alternative. They had too little conception of proved advertising to realize our position. They ran the advertising, and the results came from everywhere, just as they did in our test towns. We received in the next year over 1,500,000 requests for the free bottle. The average cost per request was 18 cents, just as it was in our test cities. The average sale per request was 91 cents, or just a trifle more than it had been in our test

CAME with Liquozone in February. We had no money, save enough to pay our rent. In our first fiscal year, commencing July 1, our net profits were \$1,800,000. The next year we invaded Europe. We established a London of the whole we applied 2006, people 'AME with Liquozone in February. fice where we employed 306 people. We built a factory in France and fitted out one of the finest offices in Paris. In two years we were advertising in 17 languages and were selling Liquozone in nearly every country of the entire world.

Germicides are uncertain propositions. New ones come to supplant the old. We recognized that, so we moved rapidly. In three years we bought for people nearly five million 50-cent bottles. We made hay while the sun shone. But that Liquozone business still exists, and it still is very profita-

What was the secret of that success? Just the very daring which led me to abandon safety for uncertainty. Then to buy a 50-cent bottle for everyone who sent a coupon. Then to guarantee results. We had confidence in our product; we had confidence in people. the way along, every man consulted told us we were reckless. Every director, every adviser quit us in deep disgust.

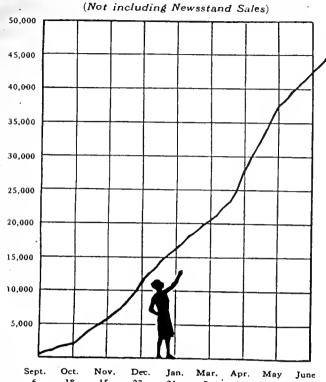
There are other ways, I know, to win in selling and in advertising. But they are slow and uncertain. Ask a person to take a chance on you, and you have a fight. Offer to take a chance on him, and the way is easy

for you.

I have been robbed in plenty, but the robbery cost me ten times less than if I had tried to enforce a safe proposition. Now most leading merchants have come to the same conclusion. Anything bought in a leading store is subby mail. And countless advertisers send out goods to strangers on approval. They say, "Try for ten days," or "Examine these books," or "Smoke ten of these cigars at our risk." The man who tries to play safe against this almost universal trend finds himself handicapped. And the cost of his sales is doubled or trebled, with the best that he can do.

The seventh installment of Mr. Hopkins' autobiography will appear in the August 24 issue of Advertising & Selling. In that chapter he describes how he was induced to join Lord & Thomas, Chicago advertising agency, although his mind had been fully made up to ratio from active business. His made up to retire from active business. His seventeen years association with that company began auspiciously with the securing of the Van Camp Packing Company account, the handling of which he describes in some





howing the Steady and Rapid Growth in Subscriptions to CHILDREN, The Magazine for Parents .

24

27

The first issue of CHIL-DREN was the October, 1926, number, and from the beginning there has been a steady pouring-in of subscriptions. Never before, we venture to say, has so highly specialized a magazine met with so immediate and enthusiastic a response.

The above chart is only

are guaranteeing 60,000 net paid, 12 months average, A. B. C. CHILDREN, The Magazine for Parents, 353 Fourth Avenue, New York. Chicago representative: Straud B. Galey, 111 West Monroe Street.

a record of new subscrip-

tions received each week,

and does not include news-

stand sales. Just now we

May

June

ISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the August 24 issue must reach us not later than August 17. Classified advertisements will be accepted up to Saturday. Angust 20.



The OPEN FORUM

Individual Views Frankly Expressed

Universal Demand and Perpetual Competition

MR. JOHN CLEARY'S inquiry into automotive advertising appropriations in the July 13 issue was certainly accepted in the spirit in which it was written, but the point is that the challenge was directed toward an industry which enjoys the keenest vigilance in space buying practice. It is well to consider any huge outlay of money with a questioning attitude whether or not it is spent for advertising, and it seems that Mr. Cleary's query is answered by automotive account executives, sales managers and space buyers each time money is spent for space in the various media.

The whole answer to the large automotive appropriations is one of coverage. The automobile, being a universally demanded product, must be advertised in all possible markets. Since competition appears to be perpetually alive and fast-moving, the message must be heralded along the entire front of battle.

The automotive budget for several automobile companies has become more than a lump sum set aside to do an advertising job. It has become more or less of a flexible quantity arrived at by taking into consideration all the sales outlets it is expedient to cover. All this is done with the idea in mind of using only those media which give promise of producing results more economically than all others. In no case does the urgent necessity of competition prevent the constant use of judgment to obtain the desired representation at the lowest cost of sales.

H. С. Rотн, Foreign Language Newspaper Service, Inc., Detroit, Mich.

Introducing a New Method for Lineage Computation

APROPOS the discussion in your pages on the valuation of lineage figures, let me suggest, the circu-line—and the buying power of the advertiser's dollar in terms of it, as a new yardstick of lineage.

To an advertiser faced with the need of giving some meaning to a maze of lineage figures before him, I believe it will prove a more exact measure of lineage significance than he has had

To define it, the circu-line is the advertiser's agate line, circulated once,

(The circulated line.) That is simple enough. Further, the single circu-line, times the medium's circulation, is the total number of circu-lines the medium delivers to an advertiser at the cost of one agate line.

And reducing this to a common basis of cost comparison for all agate-line media, the total number of circu-lines delivered by a medium of one-agate-line cost, divided by the line rate actually charged, multiplied by 100—is the exact number of circu-lines of advertising force the advertiser's dollar buys in a given medium at a given time.

Or in a formula:

(a) Advertiser's agate line \times 1 = one circu-line; (b) One circu-line \times circulation of the medium = number of circu-lines delivered by the medium at the cost of one agate line; (c) Total circu-lines at one agate line cost (line rate charge) = exact number of circu-lines an advertiser in a given medium may buy for a dollar.

Armed with this gage of lineage, and equipped with a proper knowledge of the character and buying temperaments of those who read the medium, as well as of the extent to which these compose the market which he desires to reach, the advertiser will have at his disposal a true measure of lineage sales-force—the energy component of lineage reckoning.

Without incurring additional expenditures for the A. B. C. (as someone suggested), the use of circu-lines per dollar as a standard term of comparison for all media, will give to advertisers, publishers and agencies alike a measure not of space alone, or of rates and lineage figures only, but actually a unit of dynamic sales force, of agate line voltage. And all other factors being equal, all will be in a position to tell at any one time exactly which medium, line for line, and rate for rate, represents the most effective space buy.

RICHARD BARRON, Publicity Dept. The News, New York,

Editor's Note: Elsewhere in this issue will be found a detailed discussion of milline computation, containing several new ramifications of this yearly universal lineage measuring unit. Benjamin Jefferson, the author, was the originator of the milline and hence is in a position to speak with some authority on the vexing subject of lineage computation.

Improving Direct Mail

THE letter on Direct Mail Inefficiency, appearing in your July 27 issue, over the signature of E. P. Blanchard, advertising and assistant sales manager, the Bullard Machine Tool Company, Bridgeport, Conn., arouses interest.

There is no question that the magnitude and degree of inefficiency in the field of direct advertising is sufficiently great to warrant Mr. Blanchard in pointing the finger at it. Whether he really believes, however, that increasing postal rates would ameliorate the condition is open to conjecture.

The probability is that responsible parties, to whom the inefficiency of the bulk of printed salesmanship may be traced, are entirely unaware that their mailing is ineffective. And, as long as they are not conscious of its lack of quality and value, there is no reason to suppose that an increased postage will inhibit their putting the material into the mail any more than it would so inhibit producers of the most effective mail that can be planned and produced.

It seems that some other method of improving the general run of direct mail advertising needs to be found. The advancing importance of this method of selling, the yearly increasing total of expenditures in this direction, are probably factors that operate as an influence toward raising printed salesmanship to a position where the proper regard for merchandising in the sales plan and degree of perfection of material will greatly improve the conditions which Mr. Blanchard criticizes.

EMORY L. KING,
E. G. Yerg Printing Co., Inc.
New York.

Regarding Media Analysis

ET'S not get tools confused with the use of them. C. B. Donovan, in your issue June 29, is 100 per cent right in his theorem that standardized information won't do away with the need for media analysis on the agency's part. I never said it would. Quite the reverse. Acquisition and handy arrangement of data are two steps-general analysis, a thirdspecific review in a given situation, a fourth. My whole point was that simplifying the first two would afford more time for the third and fourth, which I allowed was devoutly to be wished. When we do get to the later steps, which were quite outside the scope of my article, all Mr. Donovan says is sound as can be-but that's another story.

LYNN ELLIS,
Lynn Ellis, Inc.,
New York.
[CONTINUED ON PAGE 72]

Three quarters of a billion in new wealth.



-- read the heading again

*three quarters of a billion of new wealth--that's what Iowa's fertile soil plus sunshine and rain will create this year.

And in addition Iowa's factories will manufacture products valued at another †three quarters of a billion.

An inviting market for good merchandise. No advertising medium problem here. Des Moines is Iowa's market center. And The Des Moines Register and Tribune-Capital with a circulation of 224,000 reaches better than one out of every three homes in Iowa. By far the most thorough market coverage of any middle-western newspaper.

Ask for folder showing circulation by counties, cities and towns in Iowa.

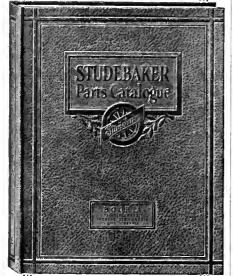
*Wealth produced by Iowa farms in 1926, \$772,279,000.00 †Value of Iowa manufactures 1925, \$757,771,000.00

The Des Moines Register and Tribune-Capital

REPRESENTATIVES:

I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco, Los Angeles, Seattle.

Beauty and Permanence for the Parts Catalogue



CTUDEBAKER has found the way to insure long life for the Parts Catalogue! This Molloy Made Cover carries a worth while suggestion for every manufacturer of mechanical merchandise.

Shop mechanics must refer often to such a book—they may be in a harry, and more accustomed to handling a wrench than a book. But here they have a cover which will withstand any amount of shop treatment, holding the leaves intact until this catalogue is superseded by the

Your next book will do its work better—and longer—if bound in a Molloy Made Cover. Beneath the beauty of your embossed design will be the stern, wear-resisting ruggedness of Molloy Made leather cloth, combining good looks with good service as no other cover can. Write for samples and suggestions!

The

DAVID J. MOLLOY COMPANY



2863 North Western Avenue

CHICAGO

Branches in Principal Cities Commercial Covers for Every Purpose

Standardization of Four Colors

By Joseph Farrell
The Blackman Company

T is a matter of record that the American Photo-Engravers Association is for the standardization of process inks. You understand what the agents are up against and we understand fully the problems confronting the engraver and the publication. Standardization of colors is the only way out.

Just as an example, let us take a situation of the present time between us, the advertising agency and you, the engraver.

The agency works with the photoengraver for days trying to get the best possible reproduction of a piece of copy for a four-color advertisement. Several re-proofs are ordered. Then there are many comments, both good and bad, from both sides.

After a certain amount of "aches" all around, we finally arrive at a compromise that we agree upon as fair. Much time and no small amount of money have been put into this set of plates. Ilaving in mind the individual colors used by the magazine, the engraver has selected the color best adapted to the copy.

Now, after all our efforts, what happens after this advertisement is sent to the publisher? Several other advertisements, from just as many agencies made by different engravers are also delivered to the publisher. All hope that their progressive proofs will be followed.

The publisher then starts to compromise and dopes his inks—with the result that the appearance of the advertisement is different from what the agency, the engraver or the advertiser expected.

Then alibis start from all sides-and everyone knows that they are alibis, and alibis only. Now the agency ordering a number of duplicate sets of plates from the one piece of copy is up against this. Some, perhaps it may be but a few, of the duplicate plates will not reproduce as well as some of the others. They are not nearly uniform and sometimes far from the original copy. We are forced to release them because the publisher says we must use his colors. The engraver then proceeds to use the publication colors whether they are good or bad. The result is an advertisement that may be good in one publication is poor in several others. There can be no uniformity of reproduction because of the variety of colors

In the practical working out of this problem, we are confronted with such facts as this. Suppose the idea behind a campaign is clean, spotless clothes. When the advertisement appears printed in the various publications the consumer often receives six or seven

T isn't the southern farm paper of largest circulation, but how it is read by 200,000 plus who subscribe! Few advertisements escape them.

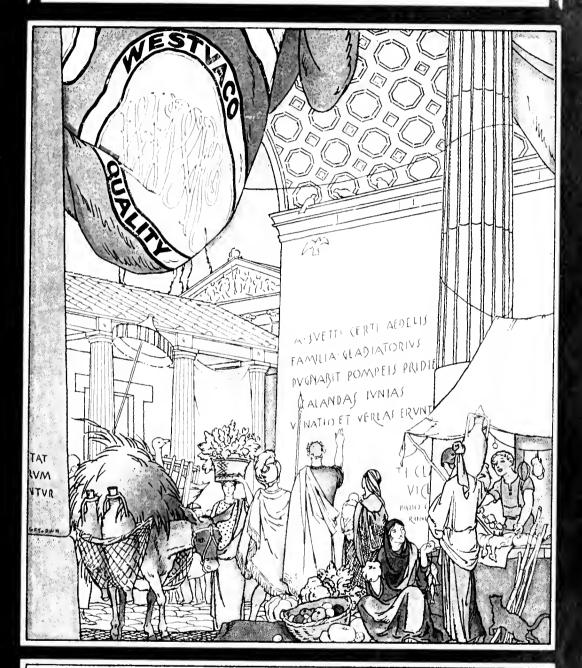
This is a delightful peculiarity of the Southern Planter, a distinguishing characteristic.

An advertising agent recently commented that in 1914 it led 17 of the most representative national sectional and class farm papers in low sales cost of a \$750 machine and again in 1927 led 10 of the best farm papers in low inquiry cost on feed stuffs.

The past 87 years have brought to the Southern Planter ever-growing prestige and manifested unto it none of the infirmities of age. 70% of the farmers in its territory own their own farms, and their crop values average \$41.00 per acre. The Southern Planter, Richmond, Va., Established 1840.



THE PAGEANT OF ADVERTISING



EARLY POMPEIAN WALL INSCRIPTIONS

In the year 70 A. D. the eruption of Vesuvius buried Pompeii. Today in the excavated city its advertising is still visible; wall inscriptions depicting gladiatorial combats, shows, sales, and houses to let. Here perhaps began our bill boards.

A WESTVACO SURFACE FOR EVERY PRINTING NEED

The Mill Price List Distributors of WESTVACO MILL BRAND PAPERS

The Chatfield & Woods Co. 731 S.W. Glenn Street

The Arnold-Roberts Co.

Bradley-Reese Company 308 W. Pratt Street

Graham Paper Company

The Arnold-Roberts Co. 180 Congress Street

The Union Paper & Twine Co.

Larkin Terminal Building

Bradner Smith & Company 333 S. Desplaines Street

West Virginia Pulp & Paper Co. 732 Sherman Street

The Chatfield & Woods Co. 3rd, Plum & Pearl Streets

The Union Paper & Twine Co. 116-128 St. Clair Avenue, N. W.

Graham Paper Company

Carpenter Paper Co. of Iowa 106-112 Seventh Street Viaduct

The Union Paper & Twine Co. 551 East Fort Street

Graham Paper Company 201 Anthony Street

Graham Paper Company

Graham Paper Company 332-336 W. 6th Street, Traffic Way

> West Virginia Pulp & Paper Co. 122 East Seventh Street

> The E.A. Bouer Company 175-185 Hanover Street

Graham Paper Company 607 Washington Avenue, South

Graham Paper Company 222 Second Avenue, North

The Arnold-Roberts Co. 15 Orange Street

Graham Paper Company S. Peters, Gravier & Fulton Sts.

West Virginia Pulp & Paper Co. 200 Fifth Avenue

Carpenter Paper Company
Ninth & Harney Streets

WestVirginia Pulp & Paper Co. Public Ledger Building

The Chatfield & Woods Co. Second & Liberty Avenues

The Arnold-Roberts Co. 86 Weybosset Street Richmond Paper Co., Inc.

The Union Paper & Twine
Co. 25 Spencer Street

Graham Paper Company 1014 Spruce Street

Graham Paper Company 16 East Fourth Street

Graham Paper Company 1432-1434 South Alamo Street

West Virginia Pulp & Paper Co. 503 Market Street

R. P. Andrews Paper Co. 804 First Street, S. E.

R. P. Andrews Paper Co. 33 North Pershing Avenue

and Pro!



Manufactured by
WEST VIRGINIA PULP
& PAPER COMPANY

ideas of our interpretation of how clean, spotless clothes should look.

Thus the hasic thought behind an advertising campaign can easily be destroyed by the various and varying printed results.

Where the publisher has many advertisements of different colors in his forms-he certainly compromises.

Now if all engravers making publication plates would use the standard colors, the publishers would be spared the present grief of which they, and we, and the engravers complain.

The publisher certainly would be benefited because he would save money in the matter of increased production and would have less explaining to do as to why he could not follow our progressives.

The advantages for all of us to use uniform colors seem to be so ohvious

as to require no argument.

Get selfish for a moment. Think of vourselves and not us, or the publisher. You would increase your production with one set of standard colors-and thereby make more money. In addition you should be able to turn out several sets of plates from one piece of copyinsuring better and more uniform reproduction of this copy. No doubt, you must realize that after you receive an okay on one set of proofs it would be much easier for you to make the duplicate plates when you know that the same colors are going to be used for all duplicate plates. This should overcome some of our problems of the present time with duplicate plates. We are not claiming standard colors as a cureall for all of our difficulties, but they most certainly will be a step forward.

WE know for the present at least, that the colors suggested are entirely practical. In my own every-day experience with the engravers with whom we do business, we have improved some of our color advertisements by using standard colors whereever the publisher has permitted us.

A few of our engravers are always asking us to try to get permission to

use the standard colors.

We feel it is practical for all of us to use the same shade of yellow, red and blue. You and the publisher have problems. So have we. It is no easy task for the production department of any agency to try to keep the four-color advertisements at a high standard, especially when we have to be continually explaining why there is such a vast difference in the printing of the same advertisement in several magazines.

We must always be trying to find ways to secure better results and we feel that the standardization of fourcolors will give us better results.

When I was appointed national chairman of the Mechanical Production Committee of the American Association of Advertising Agencies, we thought the way to start activity among the publishers was to get the opinion of the individual publisher. With this in mind a letter was mailed to 165

An Interpretation of



Editorially—a new idea in publishing. All types of people compose a family—here is a magazine for all of them. A cross section of ten leading (in circulation in their fields) maga-

LIBERTY COSMOPOLITAN LITERARY DIGEST AMERICAN WEEKLY NATION'S BUSINESS REVIEW PICTORIAL ALL FICTION FIELD AMERICAN MERCURY MONTHLY ATLANTIC SATURDAY EVENING POST

"THE SMOKERS COMPANION" takes one typical article from each. From High-Brow to Low-Brow and from Finance to Baseball, etc. From Edwin Markham's articles on What to Read to popular stories. Combining all the eleculation into millions. Com-

bining the best features of these magazines with some original features of its own.

CIRCULATION 19 MILLIONS

PRIMARILY FOUNDED FOR

Principle and Progress, for Rights and Righteousness for Tolerance and Temperance and for Love of Liberty

EXCLUSIVE TRADE MARK CAMPAIGN

The only magazine in America featuring the pictorial Trade Mark Syndicate drawings—George Ingraham Copyrighted 1927—a service that actually sells to the readers at a glance the various fundamentals involved in proving the value of the best-known Trade Mark Products—through pictures, parables, similes and logic. Advertise your trade mark products to readers that we have already prepared for the reception of your message. This is an invaluable aid to advertising.

Circulation figures of first issue (March): Print 100,000; Net Sales 70,000; remaining copies given away in Doctors and Dentists Offices, Barber Shops and Factory Buildings.

A frank confession but good circulation.

GEORGE INGRAHAM, Business Manager Murray Hill 5798—441 Lexington Ave., New York City—Vanderbilt 5456 AMERICA'S MOST POPULAR HOME MAGAZINE

Publishers-The Companion Publishing Company, Inc., New York City Western Office-A. T. SEARS & SON, 122 South Michigan Ave., Chicago.

SELLING YOUR SERVICES?

9000 POTENTIAL BUYERS

IN

THE MARKET PLACE

Bona Fide Security **Owners**

constitute our complete subscription list which is the largest of its kind in existence. The value of this stock and bondholder appeal to the advertiser is obvious and it is proven to us in the content of our intimate editorial mail.

Manufacturers use our columns to mould favorable public opinion through inducing public ownership of their securities.

V. E. GRAHAM

Advertising Director.

MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 6 of a Series





BAKERS FEIPER A.B.P. and A.B.C. Published Twice-a-month

Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owers for 40 years. The fact hat over 75 per cent of its readers renew their subscriptions by mall shows they want it.

New York Office E. 42nd St.

431 S. DEARBORN ST. CHICAGO, ILL.

Jewish Daily Forward, New York

Jawish Dally Forward is the world's largest Jawish daily. A.B.C. circulation equal to combined total circulation of all Jawish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction, A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on raquast.



Send 10c for proofs 500 cuts and plans for making your ads pay better.

SELLING AID 616 N. Michigan Ave., Chlcago

publishers of general magazines and to more than 200 publishers of trade papers, asking them to adopt the four standard colors, and also asking them how long it would take them to put the new colors into operation. A very large number of replies have been received.

Out of 165 letters mailed to general magazines 157 have replied in favor of adopting the standard colors, 7 have not answered. More than 150 trade papers are in favor of the standard colors. There are over 50 from which we have not heard, and most of them do not use four-color work.

A second letter was sent out a few days ago-requesting a reply to our original letter. Up to the present time only one publisher out of 165 publishers of general magazines has refused to adopt the four standard colors.

We hope to come to an understanding with this particular publisher. Perhaps when we sit down and talk things over —this one publisher will also be in favor of our standard colors. I feel, personally, that if we can not have 100 per cent standardization, then we all ought to be in favor of 99 per cent standardization.

Portions of an address delivered before the annual convention of the American Photo-Engravers Association held recently at Atlantic City, N. J.

Plug Leak No. One

[CONTINUED FROM PAGE 36]

ought to be prepared on any such basis. If even 50 per cent of the matter that is worked up by agencies were published, the total volume of advertising would doubtless be multiplied many times. The files of the agencies are clogged with material that will never be utilized. Tons of it are scrapped every

Let no one make the mistake of supposing that the waste involved in the preparation of all this unused matter is inconsequential. Added to the efforts that are spent upon it by copy writers, layout men, and artists, there is the work of clerks and bookkeepers, not to mention the time that has been devoted to it in conferences at which executives have found it necessary to participate.

If I could collect the cost of the paper for copy and drawings and the price paid for typing all the unused advertising matter that goes into the discard every year, I'd cease to envy ball play-

ers and prize fighters.

It may be assumed by advertising managers and others who heap needless work upon agency people that the expense can easily come out of the commissions on such matter as finally is published. Does it? One might speculate at length upon the part agency employees are compelled to contribute toward the price that is paid for work upon which there are no returns. Owing to increased expenses due to the preparation of unused material Smith may not get the raise he expected, and to which he is entitled, or it may be necessary to dispense with the services of Williams or Coakley, and even the office boy's promotion may be retarded. The agency cannot be expected to hold the bag for everybody. It must take up

slack somewhere. Charging up the waste to overhead doesn't dispose of it.

The agencies and the people they employ are not, however, the only ones who are affected by ill-considered de-mands upon the part of clients or their representatives. Asking for the preparation of matter that is not likely to be used is pretty sure, if it becomes a habit, to cost the client something in the end. It upsets confidence, causes indifference to supplant enthusiasm, and finally becomes expensive all around.

What Advertising Has Done in America

By S. E. Conybeare

TODAY the whole business world is aghast at the cost of moving merchandise from factory to user. The heads of our production departments have gone a long way toward employing machinery and methods that will produce goods at cheaper cost. Ideas of efficient engineers promoted only a few years ago as startling innovations are now put into everyday practice. We make and deliver our goods to the warehouse at increasingly

lower cost. But what it costs to sell!

Fundamentally the successful business or the successful advertiser is one who is able to use advertising in his selling effort to benefit both the public and himself. Broadly speaking, advertising is used to create increased demand for products, wider distribution, development of new business and enlarging the volume so that production costs may be still further lowered. When advertising is so used it does benefit the public because the public in the long run gets a better product at less money.

So we may say that advertising in a general way accomplishes several im-

portant results:

1. It decreases the cost of selling 2. It lowers the cost of production because of increased volume

3. It makes the product available at a lower price to the consumer and thereby raises the standard of living

4. And this is not to be lightly considered-advertising aids in the education of the general public, creates new desires, makes people want to do better work to earn more money to buy bet-

ter things.

Anyone who has made a study of industrial conditions in European countries as contrasted with those of this country realizes the enormous difference that exists between the socalled middle and lower classes in comparison with conditions that prevail among American people. In Europe the great mass of the consuming public has not been educated to higher standards of living and to want material benefits in housing, clothes, and all of those things that combine together to make life more interesting and worth while. Of course, our country is rich in resources, but we are also a country of quick response to new ideas, new merchandise. As a result, the general level of prosperity contin-ues at a pace that was undreamed of by economists a few years ago.

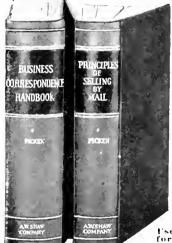
Extracted from an address delivered before the convention of the American Photo-Engravers Association, Washington, D. C.

-Bernhard Cursice

This bountiful new tope face is designed by Lucian Bernhard to express (larm, Grace, Closance and Lelicace.

> HARPER'S BAZAR selected it for their new layout as the leading Tisplay type for Headinos and Captions

Disk for our Portlolio of Inspirational Prints The BAUER TYPE FOUNDRY inc New Hork . 230 10 13d - Street



Make Your Letters Do MORE!

—Scores of Firms are Getting 50% to 100% Greater Returns Through Using the Methods in the

MAIL SALES MANUALS

RECENTLY a map manufacturer received \$7,500 key, the following properties of the pro

Tse the 2341 Tested Plans in these Sales Mannals for securing leads, opening new accounts, collect-ing money or adjusting complaints.

Whether you mail one tester or a million, you and need when mail problems puzzle you. You will nover their pages you will find Insken's own method, over their pages you will find Insken's own method, over their pages you will find Insken's own method, over their pages you will find Insken's own method, over their pages you will find Insken's own method, over their pages you will find scores of charts and diagrams that will help over their pages you will find scores of charts and diagrams that will help over their pages you will help over their pages you have a proposed, nowlites, mounting the same will help over their pages on the use and proparation of eatalogs, premiums, letters differ in response, nouries of ideas for letters, their or of ideas—on the use and preparation of eatalogs, premiums, letters differ in response, nouries of ideas for letters, their so on, Reasons why letters differ in response, nouries of ideas for iteriters, the tree, collection letters, and product surveys. There are rules for openers, and bodies of letters.

With mail sales strategy such as this, by James H. Picken, consultant in direct mail advertising and members of actual betters that pald—the facts you want surveys, and bodies of letters.

1210 pages, 124 tables, charts and forms. 297 letters terroduced. 2341 mail sales views.

1210 pages. 124 tables, charts and forms. 297 letters reproduced. 2341 mail sales there

A. W. SHAW COMPANY, Cass, Huron and Eric Streets, Chicago
Please send me, on approval, James H. Picken's "Mall Sales Manuals," green buckram binding professional stamping, gold, black and crimson—Within five days after receipt, I'll send you \$3.50, plu—a few cents for postage and packing, and \$5.a month for 2 months—\$13.50 in all. Otherwise, I'll return the books and end the matter then and there.

AS-15

Name Street and No. City and State

(Canada \$15 prepaid, same terms; U.S. Territories and Colonies, \$13,50 cash with order; all other countries, \$15 cash with order).

\$157,864,523 for Florida's Farm Products



per acre was \$107.00.

No wonder Florida farmers are building new homes, buying newfarm equipment, new mo-

tor ears, in fact, every sort of manufactured product.

The farm wealth of Florida is just one indication of the high buying power of this great, fast-growing market which you can cover completely and economically by advertising in—

ALTHOUGH less than one-tenth of Florida's tillable land is yet in cultivation, Florida farmers last year re-

ceived for their crops a total of \$157,864,523.

This production, moreover, represents a greater yield per acre than was received in any other state. According to the Blue Book of Southern progress, the average value of Florida's farm production

The ASSOCIATED DAILIES of Florida



DeLand Daily News
Fort Myers Press
Fort Myers Press
Fort Myers Tropical News
Jacksonville Journal
Lakeland Star-Telegram
Myoni Herald
New Smyrna News
Orlando Sentinel
Palm Beach News

90 90

Palm Beach Post
Pensacola Neres-Journal
Plant City Courier
St. Augustine Record
St. Petersburg independent
St. Petersburg Times
Sandod Times
Tampa Tribune

LIKE many other customers, you will not judge Diamant typography by the amount of the bill. The quality of the craftsmanship speaks for itself—and it costs no more!

Write for booklet

Diamant

Typographic Service 195 Lex. Ave. CALedonia 6741 EASTERN
REPRESENTATION
for
Publications of Merit

John Schaefer
Publishers' Representative
55 west 42 St.

New York

Everybody's Business

[CONTINUED FROM PAGE 5]

bogs, watering crops and spraying orchards have increased yields in hundreds of places. Refrigerating and storing processes enable us to preserve perishable foodstuffs for safe marketing months after the articles were first produced. New knowledge concerning the advantages of rapid freezing made it possible for the residents of Kansas and Colorado to eat fish that are quite as palatable as those served on tables in coast cities.

What were once waste products in thousands of American plants have now been converted into merchantable articles that are a source of profit instead of expense. For instance, that which was sawmill refuse is now steamed and cooked, then shot out in the form of pulp and finally pressed into boards for use in building and manufacturing. The utilization of byproducts in many places has become a more lucrative business that the initial processes originally established with only a single purpose in view.

All of which indicates the why and wherefore of our present prosperity. The corporations that have reached the highest pinnacles of success have accomplished their aims by taking advantage of every art of science and invention. Recognizing that producing capacity has already outstripped consumption, wise managers have devoted practically all of their time recently to cost reduction. New machines and new methods have taken the place of

those that were old.

Typical of this policy is the case of a large cement corporation. Two million dollars were spent for harbor improvements to reduce the charges incurred in receiving raw materials and shipping cement. The new ships that were purchased are self-unloading, and these dump their cargoes onto a belt conveyor almost a mile long. A change in trucks brought a ten per cent increase in trucking efficiency. New dust collectors at a single plant not only save \$25,000 worth of cement a year, but protect valuable machinery from damage by dust. A new installation of coal grinding machinery has brought a saving of 20,000 tons of fuel annually. And all of these things were done solely to cut costs,

not to increase output.

Now when we inquire concerning the permanence of our present era of good times, we must not only take into consideration the revolutionary character of recent developments, but we must form a reasonably definite opinion with reference to the likelihood of there being a continuance of radical changes of no less importance. How far can we go with cost reduction? Can we accomplish as much in the next few years in eliminating accidents and cutting out industrial waste as we did in the decade that has past?

in the decade that has past?

It is perfectly clear that the age of marvels is not at an end. The future will disclose types of apparatus that will perform astounding feats. Comparatively little things such as the introduction of roller-bearing trains and trolleys will still further reduce friction, conserve fuel, increase speed and cut down maintenance costs. Accomplishments in the field of chemistry

THE pictorial capacity of rotogravure for merchandise is illustrated by two scenes here in which you can see a dozen products—fabric, leather, wood, pottery and silver.

(Men's Clothing courtess of Capper & Capper)

ROTOGRAVURE Prints Perfect Pictures - the Universal Language





OTOGRAVURE sections are published every week in fifty-two cities of North America by these eighty-one newspapers

- *Albany Knickerbocker Press
- *Atlanta Constitution
- *Atlanta Journal
- *Baltimore Sun

Jb

1

- *Birmingham News
- *Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *Buffalo Sunday Times Chicago Daily News
- *Chicago Sunday Tribune
- *Cincinnati Enquirer
- *Cleveland News
- *Cleveland Plain Dealer
- *Denver Rocky Mountain News
- *Des Moines Sunday Register
- *Detroit Free Press
- *Detroit News
- *Fort Wayne News-Sentinel
- *Fresno Bee
- *Habana, Cuba, Diario De La Marina
- *Hartlord Courant
- *Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *Kansas City Star
- *Long Beach, Calif., Press Telegram
- *Los Angeles Sunday Times
- *Louisville Courier Journal

- *Louisville Sunday Herald Post
- *MemphisCommercial Appeal Mexico City.

El Excelsior

- *Mexico City,
 - El Universal
- *Miami Daily News
- *Milwaukee Journal
- *Minneapolis Journal
- *Minneapolis Tribune
- *Montreal La Patrie Montreal La Presse
- *Montreal Standard
- *Nashville Banner
- *Newark Sunday Call
- *New Bedford Sunday
- Standard *New Orleans Times Picayune
- New York Bollettino Della Sera
- *New York Corriere D'America
- *New York Evening Graphic
- *New York and Chicago Jewish Daily Forward
- *New York Morning Telegraph New York II Progresso Italo Americano
- *New York Evening Post New York Herald Tribune

- *New York Times
- *New York Sunday News

16

06

06

3000

- *New York World
- *Omaha Sunday Bee
- *Peoria Journal Transcript
- *Philadelphia L'Opinione
- *Philadelphia Inquirer
- *Philadelphia Public Ledger & North American
- *Providence Sunday Journal
- *Richmond, Va., Times-Dispatch
- *Rochester Democrat Chronicle
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *Springfield, Mass., Union-Republican
- *Syracuse Herald
- *Syracuse Post Standard
- *Toledo Sunday Times
- *Toronto Star Weekly
- *Washington Post
- *Washington Sunday Star
- *Waterbury Sunday Republican
- *Wichita Sunday Eagle
- *Youngstown, O., Vindicator

5 ROTOPLATE PROM

the perfect paper for rotogravure printing is supplied by Kimberly-Clark Company to above papers marked with a star

himberly (lark (ompany

Neenah, Wis.

NEW YORK Chambers Street

CHICAGO 208 S. La Salle Street

LOS ANGITES In Sun Finance Building



will bring far-reaching results, one of them probably being the liquefaction of coal on a commercial scale. No one can predict the ultimate end of such developments. Coal oil at five or six cents a gallon would mean the complete overhauling of industries.

The utilization of the electrical energy of the atmosphere in the fertilization of crops will turn the farmer into a technician and transform cultivated acres into queer looking areas spiked with thousands of antenna poles and networks of wire. The fact is that our advance has been so fast that we are quite unable to see the ultimate end in a practical sense of such departures in practice as the electrolytic method in the manufacture of articles from rubber, and the substitution of the electric arc for the noisy riveter, which change will eliminate the necessity of drilling thousands of holes and will make the steel skeleton of the future building a single welded unit.

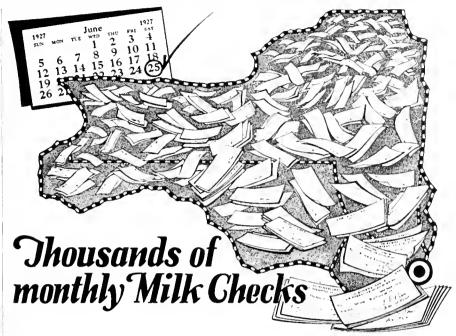
BUT while the main trend of business and industry must continue upward, there are many reasons for believing that we will again be compelled to pass through short periods of readjustment that will allow us to catch our breath, take stock of our surroundings and straighten out the front of our advance. Prosperity is not uni-form in its distribution. Many have not participated in the benefits of five years of high wages and record activity. A part of the public has com-menced to show signs of discontent over the present tendency of capital and the power that goes with it to gravitate into the hands of great centralized groups, such as are represented by chain-store and other systems that make the going very hard for the small dealers.

Let us not be caught in the whirlpool of over-confidence. The business
millennium has not yet been reached.
Competition in nearly all lines of trade
is becoming keener and more destructive each succeeding day. Two or
three years ago the electrical industry
was adding new customers to its lines
at the rate of two million yearly. Now
only a half million are added annually
and it becomes necessary for the electrical companies to make up this loss
by developing new loads like that of
refrigeration, which will practically
double the consumption of current in
several million homes. The automobile industry is in the same fix so
far as new customers are concerned
and is now engaged in converting the
American nation into a country of two-

car households.

There is much that can be set down on the favorable side of our national business ledger at the present moment. Bank clearings, the consumption of power and general building all continue at a high rate. Labor disturbances are nil and workmen do less soldiering on the job than ever before. But not far off on many of the roads ahead are breaking points and saturation limits. No exercise of Yankee ingenuity will enable us to avoid a day of reckoning that will correct excesses, clean up the business structure and restore the body industrial to robust health. The present day is a time to pay off debts and proceed with caution Wonderful days lie ahead, but thoughtless people who disregard the lessons of history will pass through anxious

moments before such a time is realized.



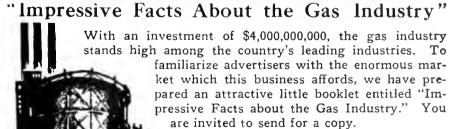
THE 25th of the month is pay day for the tens of thousands of dairy farmers who make up the membership of the Dairymen's League Co-operative Association. These milk checks are mailed from the New York office of the League so as to reach the farmers on the 25th—a red letter day for country merchants and bankers as well as for the farmers. For the month of June these checks amounted to \$5,982,477.40.

Formerly, farmers suffered heavy losses through the frequent failures of small individual milk companies. Such losses are unknown to League members, who can count upon their milk checks with absolute certainty.

Consider that every member of the League is a subscriber to the Dairymen's League News and you will understand the sustained buying power of our subscribers.

Sample Copy and Rate Card sent on request





Robbins Publishing Co., Inc.
9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE

Company

A^N old adage runs "A man is known by the company he keeps."

A modification of this is applicable to magazines: "A magazine is kr companies that advertise in it." "A magazine is known by the

Of late months, prospective customers of ours have commented on the large (and growing larger) number of America's best concerns that consistently advertise in "Industrial Power." As more than one man has expressed it, the list of advertisers in "Industrial Power" is literally a section out of "Who's Who" in American industry.

Subjoined are the names of just one-half of the advertisers using the August issue of "Industrial Power," They are arranged in the order in which their advertisements ap-

> The Bristol Company SKF Industries, Inc. Detroit Stoker Company Peerless Unit Ventilation Co.

Combustion Engineering

Skinner Engine Company The Lunkenheimer Co. The Texas Company CoKal Stoker Corporation Skinner Bros. Mfg. Co., Inc. Edwin L. Wiegand Co. The Spencer Turbine Co. Heine Boiler Company L. Sonneborn Sons, Inc. Walsh & Weidner Boiler Co. Magnolia Metal Co. F. L. Smidth & Co., Inc. The Nitrose Company The United States Electrical Tool Co.

Century Electric Company The Cutter Company Neemes Foundry, Inc. Johnson Fan & Blower Co. Marion Machine, Foundry &

Supply Co. General Coal Company The Griscom-Russell Co. The Moto Meter Co., Inc. Jeukins Bros. Relianec Electric & Engi-

neering Co. Builders Iron Foundry The Babeock & Wilcox Co. Irving Ivon Works Co. Stone & Webster The Permutit Company

Oxweld Acetylene Company Johns-Manville Corporation Jas. Clark, Jr., Electric Co. Sareo Co., Inc. Bethlehem Steel Company

Plibrico Jointless Firebrick Co.

Warren Webster & Co. Wayne Company Hyatt Roller Bearing Co. Clipper Belt Lacer Company Foote Bros. Gear & Machine

Geo. M. Stowe, Jr.
Areo Vacuum Corporation
The Toledo Pipe Threading Machine Co.

Power Plant Equipment Co. W. N. Best Corporation The S. Obermayer Company The Engineer Company Riley Stoker Corporation



"Your Money's Worth"

"Mr. Chase Broadcasts the Beans," which appeared in a recent issue of Advertising & Selling, Kenneth Goode reviews "Your Money's Worth" in a way which meets with my whole-hearted approval.

May I add this: Messrs. Chase and Schlink know, as almost everybody else

does, that there is something wrong with certain phases of business. They see fit to lay a very large share of the blame for this at the door of advertising. They would have us believe that advertising is the black sheep of the modern business world; that it is responsible for high prices, a low standard of ethics and I do not know what

I admit, without discussion, that it is advertising and nothing else that enables the patent medicine man to sell his nostrums for fifty times what they cost to make-and a hundred times what they are worth. I admit, again without discussion, that the price at which every advertised article is sold includes—or is supposed to include its proportion of the money the advertiser spends for advertising. But that the price which the buyer pays is increased thereby, is something which has not yet been proved to my satisfaction. None of the scores of wouldbe competitors of Ivory Soap sells for less than it does, in spite of the fact that their makers assure us that they "do not spend millions for advertising." Nor will you find any other non-advertised product, equalling in quality the advertised product which sells for less. That is the test.

The biggest advertisers in the United States are not, as one might think from reading "Your Money's Worth," those who make and sell articles of dubious-or no-value. The expenditures of such advertisers are negligible. The really big advertisers are those whose reputations for fair dealing are second to none. They employ advertising, not to mislead or deceive, but to help reduce selling cost. Right there -the high cost of selling-is the weak spot in the modern method of doing business. And if the authors of "Your Money's Worth" will prescribe a remedy for it, they will put business under everlasting obligation to them.

Prices are what they are because most of us insist on getting what we want, when we want it and where we want it-that is, in small quantities, at all hours and in the nearest store.

Wake Up, Brethren!

In a recent advertising contest, the first prize—\$2,500—was won by a woman; the second prize-\$1,000-was won by a woman who had collaborated with a man; the third prize-\$500was also won by a woman. The hundred dollar prizes-there were ten of them-went to men. But the outstanding fact remains that four-fifths of the total prize-money went to "loidies."

What makes this all the more extraordinary is that the concern which engineered the contest is in the business of financing industrial organizations and managing public utilities. You would think that women would not know enough about such things to write about them with authority and conviction. They do, they do.

Lewis' Next Book

Sinclair Lewis' next book-so the papers say—will deal with advertising. For Lewis' sake, as well as for the sake of advertising, I hope he will do a better job than he did when he wrote Elmer Gantry.

Main Street and Babbitt were books which any writing man would be proud to father, and though, I imagine, it was not so widely read, Arrowsmith was quite as good. But Gantry—!

A Floating City

I was one of the fifteen or twenty thousand New Yorkers who visited the He De France, the latest addition to the French Line, when she made her maiden voyage to this city.

Though not by any means the largest vessel in the north Atlantic, the Ile De France is, I am inclined to believe, the most beautiful. She is not merely a floating hotel, she is a floating citya city with shops, a chapel, a theater, swimming pools, restaurants. There is even a merry-go-round for the little folks-and a Punch-and-Judy show!

More than one of the public rooms look as though they had been lifted bodily from a king's palace. In fact, I am not at all sure that one can find anything finer in any palace than these splendid halls which the genius of France has provided for the pleasure and use of everyday Americans.

JAMOC.

A New Kind of Annual Report

[CONTINUED FROM PAGE 34]

Sugar Refining Company does. Yet it ranks high as a builder of good-will between company and stockholder. There is an intimacy, a kindliness, a personal touch to it which is unusual in a document of this kind. In it one finds a tribute to four of the company's employees who died during the year covered by the report. Last but not least, is the fact that recognition is made of the services rendered by O. C. Harn, ex-advertising manager. The balance sheet is understandable. And the company's products are listed. I'd call the National Lead Company's annual report nearly if not quite perfect.

The annual report of the General Electric Company also approaches perfection. To a surprising extent, it concerns itself with the human side of industry - employees' earnings. home ownership plan, savings plan for employees, the Charles A. Coffin Foundation, etc. No owner of stock in the General Electric Company can read the annual report of that company for 1926 without feeling proud of the fact that he is identified with it. For not only is the report a record of growth, it is also a record of the activities of a sanely-managed and humane organization. And the balance sheet is decipherable. And that, I take it, is about all that one has a right to ask.

Some extracts from the annual report of Endicott-Johnson follow:

port of Endicott-Johnson follow:

"Our national advertising campaign has been under way for one and one-half years and has cost approximately \$1,000,000. The consumer is asking for Endicott-Johnson shoes and the better merchants are supplying this demand.

"Rapid changes in style shoes and 'hand-to-mouth' buying are increasing, necessitating several of our large plants, originally organized for mass production, being divided into smaller units, resulting in quicker turnover and better service.

"We accept the situation of 'hand-to-mouth' buying (so-called) as a fact that must be reckoned with. Mass production can only be considered practical in a few 'style shoes' sold at low prices, which do not change in style from season to season. Retailers can buy such freely. Manufacturers who supply them should feel safe in carrying such in stock. Style shoes demanded by the women folks, with frequent and expensive changes, limit production and increase cost, to both manufacturers and distributors. My opinion is—bad as this situation is, it must be met and answered. I would not expect any change. Manufacturers will have to invent new methods that will permit them to move quickly in style changes. The manufacturer who can move quickest—produce and deliver what is wanted—will be most successful."

It is precisely this sort of thing that I have in mind when I suggest that a new type of annual report is wantedone which really informs the stock-holder regarding the problems of the industry of which he is a part-owner. I helieve he is entitled to this informa-tion. It happens that in the majority of cases herein referred to, it is given; but for one instance where that occurs, there are two others where the very natural desire of the stockholder for facts is ignored. That policy does not make for understanding, for goodwill.

Balance sheets, too, should be simplified. It can be done. One of the New York banks has proved that. It has

A Brand New Boy Scout Handbook

37 Consecutive Editions since

Almost 3,000,000 copies sold. Average life of each copy 3 years.

Official guide of 637,000 Scout members,

An accepted authority outdoor-life. Complete coverage of the Scout field.

♦ODAY there are more than 637,000 active members in the Boy Scout ranks, the largest definitely organized group of its kind in the world, and a market every far-seeing manufacturer must eventually cultivate.

The Boy Scout Handbook is the textbook of Scouting, the close companion of every scout on his journey from Tenderfoot to Eagle rank. Further than this, the Handbook is unquestionably the most popular of outdoor publications. You will find it on the book shelf of the naturalist, with the greenhorn in camp, with the explorer in the outlands and sometimes in the housewife's kitchen drawer. It has the broadest appeal imaginable in a single book and there is nothing else like it.

The present edition will see the last of the Handbook as it has appeared for thirty-seven consecutive editions. A new Handbook, revised and rewritten from cover to cover, is to supplant the old. Combining the best features of the old with new illustrations and new editorial content, the Handbook is now right in step with the latest developments of the Boy Scout Organization.

The Handbook has not been merely revised; it has been re-made. Fundamental changes have been embodied in the new book such as better paper and improved printing. A high grade fabricoid cover, illustrated by Norman Rockwell, insures an even longer life for each copy than heretofore, and a vastly improved appearance. The Handbook is built for permanency. Editorially, the Handbook is up-to-date, entirely new in treatment and illustration, and strictly in accord with the latest Scouting program,

Advertising values in the Handbook will increase tremendously, especially during the first editions in its new form. New editorial features will effect an even higher degree of reader interest than

Advertising rates will remain the same, based upon a guaranteed circulation of 100,000 copies for each Spring and Fall edition, and may we call your attention to the new page, type size.

First New Edition Closes Sept. 10th

PAGE—(3 ; x 6 inches)	200
HALF PAGE—(size 15, x 6 inches or 3 is x 3 inches) \$1	110
QUARTER PAGE—(size 1% x 3 inches or 3 % x 11 inches).	660
SECOND OR THIRD COVER, OR PAGE FACING COVER tone	
color) \$16 BACK COVER (four colors) \$16	

AN A. B. C. PUBLICATION

Boy Scouts of America 200 Fifth Avenue, New York

As advertised

BOOT and SHOE

The Hamilton-Brown Shoe Co. of St. Louis, "Quality Makers" of American Lady, American Gentleman and Twinkies for children, advertises dominately and consistently in color in the Boot and Shoe Recorder.



Chicago

New York

Philadelphia

BOSTON

Rochester

Cincinnati

St. Louis

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

eliminated all the complexities which are so dear to the heart of chartered accountants and has produced a "statement" which a child can understand. A few words to the advertising manager might help. For instance: "We have forty—or fifty—or sixty thousand men and women on our list of stockholders. Surely, many of them are purposed. chasers of goods such as we make. Say something in a paragraph of two hundred words that will make them want to buy our products."

New Milline Tables

[CONTINUED FROM PAGE 21]

The Millinpage is a term made up from Milline and Page, and as must be obvious, gives the Milline weight of a page. This table will present at a glance the strength of a page message, and as it is found by multiplying the size of the page by the circulation, and then reducing the product to Millines, it will be a time-saver. For example, a publication with a page containing 1000 agate lines and with a circulation of 1,000,000, would have a Millinpage of 1000. If the page were only half the size, the Millinpage would be 500. Or if the page were the same size and the circulation only half, then the Millinpage would be 500. It the office who can do the figuring." then the Millinpage would be 500. is when we reduce this to practice in the form of tables, that the advantage of this measurement becomes fully apparent. I will quote a few well known farm papers:

FARM PAPERS	MILLINPAGE
Successful Farming	459
Farm Journal	616
Prairie Farmer	145 105
Farm & Ranch Iowa Farmstead	120
Rural New Yorker	176

The Millinpage, in connection with the price per page, lends itself ad-mirably to the analysis of a medium. The price per page, of course, divided by the Millinpage, gives the rate per Milline; or as it will now be known, the Millinrate.

Small Town Sales **Opportunities**

[CONTINUED FROM PAGE 27]

the story might present an unbiased picture of newspaper versus magazine coverage in small towns and communities.

City circulation only has been applied to that city in which the paper is published, circulation outside applied to the cities in which the newspaper has distribution. Some suburban circulation undoubtedly is lost in this process, as well as out-of-city circulation of process where the breekdays. tion of papers where the breakdown could not be obtained. There is also a slight loss for distribution in towns not represented in this study because they have no newspaper. We have roughly estimated this loss of newspaper circulation at 30,000 and believe that this factor are recorded to the thing factor and the statement of the stateme that this figure represents almost entirely small town circulation and does

not greatly affect the story since it would simply further increase the figure of newspaper circulation in towns of 2500 and under and the rural sections.

The out-of-city breakdown of newspaper distribution was obtained on all newspapers in towns of 5000 and over, with the exception of Beatrice and Nebraska City.

This article was not prepared with the idea that it advocates any change in the list of magazines or newspapers now being used by any advertiser.

There are already agents and advertisers who have studied this field and are using it profitably, so the thought is not a new one. But it is so easy to follow precedent when preparing a list that it is well to inject new interpretations of old ideas such as this from time to time.

Most lists are carefully prepared through experience and study, and the only question to ask yourself is "Can the present list be extended to include these small town newspapers; and should they reasonably be expected to produce a volume of new business that would show a profit on the additional expenditure?"

Local Conditions

[CONTINUED FROM PAGE 24]

with previous experience in Chicago, who delights to exhibit to easterners his air cooler with its shelves of tule grass for dairy products. Ice cubes he has for his table, steam heat for his guest rooms, but "clean, dry air for keeping things fresh"!

For explanation one must look to the wonderful climate. "Jerked meat" suggests to the inexperienced beef, smoked and tough, hung on the pole of an Indian teepce; "jerked meat," in the Southwest of today, is meat, air dried in that land where all moisture evaporates before decomposition can possibly set in and where bacteria are retarded by the dry atmosphere to the same extent that zero temperatures ac-

complish in Chicago.

The dry sunshine has induced another custom which is, at first, repulsive to easterners. When a dog is killed in town, it is thrown over the fence. When a mule ends life on the farm, the owner drags the carcass to some convenient gully. When a steer is run over by a train, the body is rolled down the embankment. To give burial, ever so slight, to a beast is almost unknown. The town's garbage dump has no odor.

Under that dry sunshine, twelve months unfailingly, without moisture always, animal matter will desiccate before it putrefies. "It took me months," declares a government sanitary agent of the Indian Bureau, "to unlearn my medical training. Care of refuse and manners of personal sanitation that would start an epidemic in Baltimore are perfectly safe in Santa Fe."

Bacteria, we know, breed in moisture. Dry heat kills them. Climates such as that of the Southwest, accordingly, create poor markets for disinfectant makers, for plumbing equipment, for preservatives. Nature does the job unaided.

Life in such a climate brings forth, however, other demands. Electric fans are sold out of all proportion to quotas

Gains*

★ In advertising lineage over the same issues in 1926

THE SHRINE MAGAZINE

1440 Broadway • New York *Phone:* Pennsylvania 7827

Tribune Tower CHICAGO Little Building BOSTON

LAUNDRIES

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Doubled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

The Starchroom Laundry Journal—monthly trade journal—over 200 pages, covers this industry. For copy, rates, etc., address

The Starchroom Publishing Co. 421 Commercial Square, Cincinnati, Obio



Your Consumer Campaign with Trade Publicity

for Sample Copies address:

KNIT GOODS PUBLISHING CORP.

MENUSAR TINI KATUMUTAN MENUSAR BERMENDIA KATUMUN DIBINING PERMENDAN MENUSAR BERMENDAN BERMENDAN MENUSAR BERMENDAN BERMENDAN MENUSAR BERMENDAN MENUSAR BERMENDAN BERMEN BERMENDAN BERMENDAN



REVISED THIRD EDITION OF

"Sales Contests"

Every Sales Executive Needs This New Book

IT CONTAINS a wealth of accurate information. . . . Analyzes Contests. . . Relates rules and "stunts." Discusses Quota Plans. . . . Rewards. . . Cash or Merchandise. . . Contest Costs. . . Discounts. . . . Service. . . In fact you will find this small volume quite thoroughly exhausts the entire subject of sales stimulation by Sales Contests.

The new edition is greatly enlarged to include detailed instructions for the successful developments of contests. Like the second edition it epitomizes the experiences of Sales Managers who are pre-eminent in their field. It will prove of invaluable assistance to any executive interested in Sales. . . . It is yours for the asking—without obligation.

UPSCO, Inc.

Chicago

RIGHT NOW-

is the time to use this book for 1927 programs.

MAIL THIS COUPON TODAY

UPS	SCC), Inc.		
307	N.	Michigan	Ave.,	Chicago

Please send me one copy of "Sales Contests," gratis and without obligation.

Name	
Address	

elsewhere. Outside the towns, even on the endless wastes of the pitiless sand, the greatest boon to life is a gasoline pump at the well. The pump, with a section of garden hose terminating in a spray nozzle, plus a few yards of canvas or burlap, becomes the symbol for bodily comfort. The cloth is hung on wires on the windward exposure of the porch, or in some shaded outdoor spot. The spray serves to play the water over the surface, and the resultant evaporation tempers the air to a fair degree of comfort. When the thermometer stands at 116, men will shiver as they sit, understanding then, as none ean until he has tried it, how milk and butter may be kept in the desert by a similar spray over the burlap that covers the crude box or frame of shelves. Burlap and hose play a prominent part in household economy in rural sections. Gasoline pumps have an unlimited market.

COLD creams and lotions find, in these sections, a surprising market. Two manufacturers of such products have each reported that their highest ratio of sales to population lies in the semi-arid southwest, not in Hollywood but "in the sandy desolations of the interior." Income, as a buying motive, fades into nothingness before climate. Circulation, as a measure of purchasing ability, is no weather vane under such circumstances.

Continued living under unbroken sunlight seems, moreover, to evaporate out of the blood some of its fluidity, with the result that blood remedies, "bitters," and the like show a demand that seems insatiable. In the realm of food products, for another matter, the market for condiments is great; while a leading cannery corporation states that ordinary canned foods yield in popularity to dried products. Canned peaches are far from popular, but evaporated ones are; fish in tins moves less readily into trade than fish smoked or dried. Here, again, custom rules; the climate has so deeply ingrained the habit for things dried that food preserved in sirup or oil fails to appeal.

During the 1925 season, one Oregon

concern put up an immense pack of dried apples, designed primarily for the baking trades. Conditions were such that it proved impossible to market the pack. The concern failed. Meanwhile, however, the dried apples had been warehoused and loans negotiated against the stock. The outcome was that, as the 1926 pack approached, the merchandise of dried apples was abandoned to the banker. He, too, found disposition difficult, but as the result of persistent inquiries finally met a man who knows the Southwest and who suggested the popularity of dried fruits in parts of six states. Within four or five months the bank loan was entirely liquidated and some \$41,000 handed over to the defunct borrower. thinnest market in the whole United States, as measured by all the usual criteria, proved to be the best in its consuming capacity for dried apples.

Another group of food products faces peculiar marketing in five of these states. Coffee and tea! Consumption of these is low. The cause lies, in this instance, not in the climate, but it is hidden in the history and religious background of the people. For, among the tenets of Joseph Smith and Brigham Young, was a "revelation" that

\$29,159

You can buy a full page in every issue of the 107 most important college humorous magazines for \$29,159 per year.

Many advertisers spend this amount in college papers every year.



Collegiate Special Advertising Agency, Inc.

503 Fifth Ave., New York 612 North Michigan Ave., Chicago



followers of Mormon should touch neither of these beverages. Although, in recent decades, strict abstinence has slipped from the high ideals of eighty years ago, observance of the edict is yet sufficiently general to upset sales quotas for these two products wherever those quotas are based on the ordinary

factors of population, income, etc.

Probably nowhere else in this country will one find leaves of the desert quinine-bush and Mormon tea offered for sale by grocers, as also it is start-ling to find chicory in packages. Corn and barley, both roasted and "green," are everywhere on sale. Coffee substitutes find, correspondingly, a ready market, although the word "coffee" on the package as a part of the name militates against certain products of this class.

In some places of this Southwest a peculiar prejudice exists against photography, especially of the amateur sort. I have been in three towns, each over a thousand in population, wherein local regulation prevails against "kodaking." Other towns have been reported with a similar attitude.

In these three towns not a camera is to be found for sale, and the familiar supplies are lacking. The mayor of one warned me to leave mine in his care or incur the risk of having it "smashed on the streets"; in another, we were searched as we might have been for pistols or bottles. Nor are these towns unknown in the outside world. One (Taos) is famed for a near-by artists' colony, and another (Acoma) is the site of the great battle for Spanish pos-session of New Mexico. Another town that forbids photography does not boast, according to its mayor, a single bath tub or toilet; naturally it has no circulation of either the Curtis or the Crowell group; it has not a movie place. But seven income-tax payers live in it; radio antennae are conspicuous, tire dealers flourish, and, on the single day of my visit, two electric refrigerators were being installed.

These are contrasts in marketing, with much of the human equation to explain the wide variations in detail from the unified market of the United States.

Things I Shouldn't Tell

By Dwight Power

Big Business was apparently unaffected by Valentino's death last year. And yet his funeral should certainly have been attended by representatives of every well-known firm selling to women. Or better, all advertising agencies should have had professional observers with telescopes, amplifiers and note books, stationed in windows overlooking Campbell's Funeral Parlors, muttering "So that's what little girls are made of."

Motion picture cameras and phonographs should have recorded the hullabaloo so that records might have been taken back to the laboratories to make a thorough analysis of this phase of that strange marketing problem-"woman."

An ingenious engineer listening to the mighty volume of sighs might have thought merely of the compressed air drills now put-put-ing up and down Park Avenue and dreamed of the great |

First in Circulation in Indiana

THE INDIANAPOLIS SUNDAY STAR

First in Circulation in Terre Haute

THE TERRE HAUTE STAR

DAILY AND SUNDAY

First in Circulation in Muncie

THE MUNCIE STAR

DAILY AND SUNDAY



Save 4 Cents



SPECIAL REPRESENTATIVE

KELLY SMITH COMPANY

Chica to Boston Phila ielphia

Alco-Gravure Incorporated (Indianapolis Only) New York-Chicago

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted

Bakers Weekly A.B.C.-A.B.P. New York Office—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data

PHOTOSTAT SERVICE RAPID-ECONOMICAL

FACSIMILES - ENLARGEMENTS - REDUCTIONS Commerce Photo-Print Corporation
2 BROADWAY 80 MAIDEN LANE
Hanover 8993 John 3597



A SALES AID

Your salesmen should show skeptical prospects the testimonial letters and orders received from customers—they supply proof and get the orders.

Don't leave testimonial letters lying idle in your hics-give them to your men and increase sales through their use & Send for a copy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago

The Dallas Morning News The Dallas Journal The Semi-Weekly Farm News

Announce the appointment as National Advertising Representatives

OF

THE JOHN BUDD COMPANY

New York San Francisco Chicago

St. Louis Los Angeles

Atlanta Portland



29 Rich Counties More than a million people

The G. C. O. M. (Great Central The G. C. O. M. (Great Central Ohio Market), with Columbus its trading center and Capital, is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One newspaper . . The Columbus Dispatch, can give you the key to sales in this fertile territory.

tory.

During 1926 The Dispatch carried more agate lines of paid advertising than any other Ohio newspaper.

The Dispatch, with a circulation of 113,678, reaches practically all of the worthwhile homes in Columbus and covers the great Central Ohio Market as no other newspaper even claims to do.

OHIO'S GREATEST HOME PAILY



"The Red Book"

The Standard Advertising Register aims to furnish

Accurate and Timely Information

about National Advertisers and Agencies

IT HITS THE MARK

Its Listings are the Most Complete, Best Planned, and most Accurate of any Service

> Put the Register in Your Reference Library

Publishers, Agencies and all serving National Advertisers

Can Use the Register to Create Business

National Register Pub. Co.

R. W. Ferrel, Manager

engineering feats made possible by collecting the sighs exuded whenever a hero dies.

But to copy writers who dig deeper, there was exposed a great female yearning. Any advertising man must have stood transfixed wondering "What the dickens do they want, who manufactures it, and how can I get the account?"

Every new slant on woman's complex make-up (and I don't mean anything to do with toilet goods) is fresh material for the old meanies who persuade women to spend more than they intend. And if women are not to be persuaded to spend the money, who is? This outburst of emotion showed, I believe, a weak point in the enemy on which we have not turned our big guns sufficiently.

To claim that women respond to sex appeal in men is a very bald way of putting it. Men are cogs in the wheels of business. Women are the things that live in homes and carry easter lilies in their arms and rock cradles. "It" has no place in commerce.

Mr. Snodgrass, who manufactures beans, says my job as a copy writer is to think about his beans, analyze the soil they are grown in, learn the temperature of the ovens in which they are baked, and count the calories of the tomato sauce which is stewed up with them and report on these facts to women.

It is undoubtedly a waste of breath, but every so often it seems necessary to say, "Mr. Snodgrass, nobody really cares about you and your beans. Your factory could burn down tomorrow and all your beans be baked to a fare-youwell and not a tear would be shed by any woman in America." And until advertisers do learn what women shed tears about, this will continue to be

The place for the advertisers of Mr. S's beans is not in Mr. S's factory. That is, not exclusively. Let them watch the women in the audience when John Barrymore uncoils his lovely long legs or turns his profile to the moon. Colonel Lindbergh I leave out of this, because that was something else again. It was a romance that lifted people out of themselves. We want the emotions that turn in.

If I were buying the covers for any woman's magazine I would run what seems to me the obvious appeal-men. Attractive, well groomed men, many of them holding children in their arms.

Does it not seem extraordinary that men should feed themselves pretty girl covers ad nauseam, and never offer the women so much as a taste of a similar treat?

It may be argued that all of this applies to young girls and to many products the market is largely older women, the home makers. And it stands to reason middle aged women are not subject to attacks of inflammatory ro-manticism, any more than middle aged men. Surely no one over thirty went to Valentino's funeral armed with an onion. Maybe not. I know, but I won't tell. There are limits to treachery.

Lest this all be taken too seriously and advertising managers rush to the photographers and coy gentlemen flash their smiles from every advertising page, it should be explained that this is very subtle husiness and can be handled adequately only by the ladies

themselves.

"Combating Rising Cost of Selling" Direct Mail Keynote

The following is the list of addresses scheduled to be made at the tenth International Direct Mail Advertising Association convention and exposition at the Stevens Hotel in Chicago on Oct. 19, 20 and 21.

"The Call to the Conflict-The Bat-"The Call to the Conflict—The Battleground—and the Strategy of Direct Mail." E. St. Elmo Lewis, National Services, Inc., Detroit, Mich.
"Selling in a Hand to Mouth Market." Merle Thorpe, Nation's Business, Washington, D. C.
"What's the Matter with Us?" Tim

Thrift, American Sales Book Co., El-mira, N. Y. (A talk in which the skeleton is dragged out of the closet

and his bones well rattled.)

"How We Tie Direct Mail into Our Advertising and Sales Campaign." Dave Darrah, Hart-Parr Co., Charles

City, lowa.

"How to Plan a Direct Mail Program." James H. Picken, Northwestern University, Chicago, Ill.

"Getting Orders from Small Towns
That Are Too Costly to Cover with
Salesmen." Dan Gerber, Fremont Canning Co., Fremont, Mich.
"Advertising a Big Business in a
Little Town." Robert J. Murray, Mur-

"How to Convince Star Salesmen
That Mail Help Is as Valuable as Male
Help." Charles Henry Mackintosh,
Mackintosh Advertising Service, Chicago, Ill.

Subject to be announced. J. L. Fra-

zier, The Seng Co., Chicago, Ill. "Copy—The Priceless Ingredient."

"Copy—The Priceless Ingredient.
G. Lynn Sumner Advertising Agency,
New York City, N. Y.

"Reducing Selling Costs Through a
Properly Managed Sales Promotion
Department." P. A. Johnston, sales
promotion manager, The Philip Carey Co., Cincinnati, Ohio.

In addition to the general program, there will be seven departmentals, including Financial Advertising, Industrial Advertising, House Organs (sales and employees), Better Letters, Advertising Production and Retail Advertising,

Carl Hunt Dies

Carl Hunt, former manager of the International Advertising Association, died at his home in Orlando, Fla., on Aug. 6. Mr. Hunt came to Orlando two years ago to act as vice-president of the Orlando Chamber of Commerce. After a year's work with this organization he organized the Florida Liquid Fruit Company and served as its president.

Mr. Hunt was born 47 years ago near Indianapolis. When he was twenty-one years old he entered the newspaper business but retired to open his own advertising agency some years later. He continued in the agency business until he joined the Associated Advertising Clubs of the World (now International Advertising Association), where he spent eleven years, serving as general manager during this time.

New England's Second Largest Market

An Optional Combination Rate

The Providence Journal and The Evening Bulletin are published by the same company in the same build-This is sane business and an economical saving. Advertisers benefit by this economy.

The circulation of these newspapers is sold separately and not in a forced combination, so there is comparatively little duplication between them.

For illustration, the combined daily net paid circulation of these papers for June, 1927, was 112,884, while the net paid circulation of the July 4th issue of The Providence Journal (The Evening Bulletin was not published on this date) was in excess of 102,000.

Display advertising in these newspapers is sold separately but local and national advertisers are given an opportunity to buy the combined circulation at a decided saving—a matter of economy.

The Providence Journal-Bulletin optional combination rate represents the best advertising buy in the concentrated Rhode Island market and enables advertisers to reach a very great majority of the English speaking homes in this state at a minimum cost.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago

R. J. Bidwell Company San Francisco Los Angeles Seattle



inserted in this department is \$3.00 per inch. Forms close Saturday noon before date of issue. Rate for advertisements Minimum charge \$1.50.

Help Wanted

MAN to solicit SCHOOL ADVERTISING. College graduate with some advertising experience preferred (although not required). Sales ability and intelligence essential. Box 4Advertising & Selling, 9 E. 38th St., New York

ADVERTISING—JUNIOR SALESMAN On trade publication well known in specialized field. State age, experience and salary expected. Box No. 473, Advertising & Selling, 9 E. 38th St., New York City.

ADVERTISING MANAGER—Experienced ADVERTISING MANAGER—Experienced in preparing trade paper ads, catalogs, direct-by-mail advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be familiar with advertising in the industrial field. Location near New York. Opportunity for rapid advancement. Give complete experience, age, salary expected. Address Box 472, Advertising and Selling, 9 East 38th St., New York

ADVERTISING MANAGER

A high grade pharmaceutical house requires the services of an advertising manager.

- (a) He must be a graduate of medicine.
- (b) He must be able to do creative work, prepare booklets for distribution to phy-sicians and write copy for medical journals and direct by mail campaigns.
- (c) He must be foud of reading current medical literature.
- (d) He should be able to translate French and German medical articles into English.
- (e) He must be an executive in every sense of the word.
- (f) He should possess a pleasing personality and be able to cooperate in an agreeable manner with other executives.
- (g) His ideas must be broad and his experience must be such that his judgment is mature.

Application must give medical college graduated from and the year, how employed since graduation, time as interne in and name of hospital, nation-ality, religion, whether married, age, height, weight, references and salary expected,

If you prefer to enclose samples of advertisements you have written, you are at liberty to do so.

Absolute confidence will be maintained. All of our executives know of this advertise-

Address Box 467, Advertising and Selling, 9 East 38th Street, New York City.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published mouthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Press Clippings

FRANK G. WHISTON AND ASSOCIATES

offer reliable National or regional press clipping Branch offices Everywhere. General offices, One Terrace, Buffalo, N. Y.

Multigraphiug

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Open Forum

[CONTINUED FROM PAGE 56]

Concerning Mr. Goode's

ENNETH GOODE is, as you say K in your note, vehement in his article discussing "Your Money's Worth." That the article is characteristically thorough I question; that it is even adequate I seriously doubt. Mr. Goode won't mind, I hope.

The present book, "Your Money's Worth," is a sequel to the "Tragedy of Waste." Advertising is raked over the fires in both volumes. In the former book the chief criticism is that advertising is used to sell a lot of wasteful, harmful merchandise. In the latter book the chief point raised is that advertising is being used to obscure the unworthiness of merchandise, and that the consumer who buys by brand is buying in ignorance of the real merit of the goods. As a solution the book recommends that impartial laboratory tests be made of competitive products and that people buy with a knowledge of these tests rather than "by brand," as advertised at present.

Mr. Goode allows the former book, with its tirade against waste, to take him off the track. One reads paragraph after paragraph asking, "Well, Kenneth, how about this question of the laboratory test method of buying, rather than the acceptance of the advertisers' competing claims?" But the answer just isn't there.

The fault is not all with Mr. Goode, but with the authors who confuse the issue. The chief fault which the laboratory seeks to correct is that the confused buyer does not know which way to turn in choosing one of several competing brands of goods. That is a plausible assertion, and if the authors stuck to their last the soundness of their reasoning could easily be gauged. But they do not stick to this question; they go off into the realms of quack medicines on the style of "The Great American Fraud" published by Collier's many years ago. As a result the reader is presented with a lot of ills, and with a remedy specifically designed for one of them but hopefully dangled before his eyes as a cure for all of them.

Let's follow through on the one idea which the book sets out to advocate. At the outset we preclude all products bought because of style, fancy, whim or vanity. We apply ourselves strictly to articles bought because of their absolute utility. (How many articles are bought for this reason alone is not stated. How many can you count? What proportion of the total?)

The government does not buy the brands, says the book. It tests goods and buys by specifications at a much lower price than the brand price. (How much of the reduction is due to

"GIBBONS knows CANADA" J. J. Gibbons Limited, Advertising Agents MONTREAL WINNIPED

TORONTO

WINNIPEG

the quantities in which the government buys?) The consumer should buy the same way.

Let us overlook the stupendous organization which would be necessary to conduct similar tests for the consumers; let us discount the unwieldy character of such an organization. Let us grant that the organization would be able to issue its results quicker than new products appear, containing improvements. We grant that all obstacles in making such tests could be overcome just to see

what would be accomplished. We would simply have a change in the advertising copy. One advertiser would show how, in such and such a test, his product came out first for these qualities. Another advertiser would show how in the selfsame test his product came out first for another quality. The reader would have the option of taking a dozen such advertisements and making up his mind which product would best serve his purpose despite all these tests. Advertisers would have to spend as much energy as they do now to convince the public of the importance of these tests and their significance. Conversely, the public would have as much "competitive" advertising to "combat." Advertisers would have to spend as much space as they do now in the pioneering work to get people to appreciate the usefulness of the products that were tested

But the people, having been properly informed of these points, would merely remember the brand name of the product they chose and continue buying by brand name very much the way they do now.

Otto Kleppner, President, The Kleppner Company, Inc., New York.

Pittsburgh Papers Merge

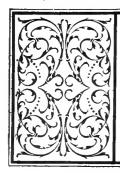
ITTSBURGH newspaper properties were involved in a realignment on August 1, when the Pittsburgh Post, the Gazette-Times, the Pittsburgh Sun and the Chroniele-Telegraph changed ownership and were merged into one morning and one afternoon paper. The purchasers were William Randolph Hearst and Paul Block. Mr. Hearst is owner of the Sun and Chronicle-Telegraph, which have merged into one afternoon newspaper to be known as the Pittsburgh Sun-Telegraph. Mr. Block purchased the Post and the Gazette-Times, which papers will be consolidated into the Pittsburgh Post-Gazette. This will be a morning paper.

With the consummation of this deal. Pittsburgh has one morning, two afternoon and one Sunday paper. The other Pittsburgh newspaper, which is published afternoons and Sundays, is the Pittsburgh *Press*, a Scripps-Howard property.

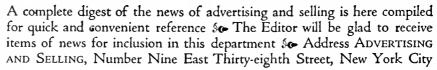
Advertisers' Index

600

[a]	[h]
Ajax Photo Print Co.69All Fiction Field17American Press Ass'n7American Printer39Architectural Record51Associated Dailies of Florida62	Kansas City Star
Atlantic Monthly	Lithographers Ass'nInsert bet, 66-67
[b]	[m]
Baker's Helper 60 Baker's Weekly 69 Barton, Durstine & Osborne, Inc. 31 Bauer Type Foundry 61 Boot and Shoe Recorder 66 Boston Globe 15 Boys' Life 65	McCann Co., H. K
Cantine Co., Martin	[n]
Chicago Daily News. Inside Front Cover Chicago Tribune 82 Children 55 50 Collier's Magazine 75	National Graphic Arts Exposition, Inc. 8 National Outdoor Advertising Bureau Insert het. 54-55
Collegiate Special Advertising Service, 68 Columbus Dispatch	National Petroleum NewsBack Cover National Register Publishing Co., Inc., 70 New York Daily News
[d]	[o]
Dairymen's League News 63 Dallas Morning News 70 Denne & Co., Ltd., A. J. 60 Des Moines Register and Tribunes	Oral Hygiene 51 Oregonian 11 Oregon Journal 12
Capital 57 Detroit Free Press, Inside Back Cover Detroit News 6 Detroit Times 49 Diamant Typographic Service, E. M. 62 Dill & Collins 10	[p] Perfect Rubber Co
[e]	[r]
Economist Group 37 Evans-Winter-Hebb, Inc. 46 Explosive Engineer 48	Richards Co., Inc., Joseph
$\lceil f \rceil$	[s]
Federal Advertising Agency	Scripps-Howard Newspapers
[g]	Selfing Aid 60 Shaw Co., A. W. 61 Shrine Magazine 67 Simmons Boardman Co. 33
Gibbon, Ltd., J. J	Smart Set
[i]	Standard Rate & Data Service
Igelstroem Co., John69Indianapolis Daily Star69Indianapolis News4Industrial Power64Iowa Daily Press Ass'n45	[u] United Premium Sales & Service Co 68 United Publishers Corp
[<i>i</i>]	[w]
LJ Jewish Daily Forward	West Virginia Pulp & Paper Co. Inset bet, 58-59



The NEWS DIGEST





CHANGES IN PERSONNEL—(Advertisers, etc.)

Name	Former Company and Position	Now Associated With	Position
F. W. Nichol	.International Business Machines Corp., New York, Asst to Vice-Pres	.Same Company	.Pres. Dayton Scale Co., Div.
W. H. McLauthin .	. Walter Baker & Co., Ltd., Boston, Adv. Mgr	. Resigned	
L. Tomkins	.Chickering & Sons, New York, Adv. and Promgr.	. American Piano Co., Nev York	v . Adv. Dir.
A. P. Brown	.H. B. Humphrey Co., Boston	.Waltham Watch Co., Waltham, Mass	. Adv. Mgr.
W. D. Thrane	American Cyanamid Sales Co., New York, Advand Sales Pro. Mgr.	7. .Eberhard Faber, Brook lyn, N. Y	
J. J. Swenson	. American Cast Iron Pipe Co. In Charge of Los Angeles Office	.Same Company	.Gen. Sales Mgr.
P. A. Ivy	.American Cast Iron Pipe Co., Birmingham, Ala., Gen. Sales Mgr	. Resigned	
D. P. Hanson	.The Great Atlantic & Pacific Tea Co., Jersey City, N. J., Ass't Adv. Dir	.Same Company	.Adv. Dir.
P. S. Willis	.Comet Rice Co., New York, Gen. Sales Mgr	.Same Company	. Vice-Pres. & Mgr.
W. S. Davis	.Comet Rice Co., New York, Vice-Pres. & Mgr.	. Resigned	
Frank Sawdon	. Foreman & Clark, Chicago, Ass't Adv	.Joseph Hilton Co., Chicago	. Adv. Mgr.
H. G. Kelbe	. American Molasses Co., New York, Adv. Mgr.	. Magazine Repeating Razor Co., New York	. Sales & Adv. Dept.
K. P. Aschbacher	.The Swan Creek Lumber Co., Toledo, Ohio, Vice-Pres. & Gen. Mgr	.Kelsey & Freeman Lum ber Co., Toledo, Ohio	.Gen. Mgr. Retail Dept.
W. F. Dickson	. Endicott-Johnson Corp., Endicott, N. Y., Auditor	.Same Company	Treasurer
G. V. Baillard	.R. L. Polk & Co., Inc., New York, Adv. Dept	. Lee Bros., Inc., New York	.Gen. Mgr.
W. B. Blood	. Topics Publishing Co., Mgr. Editor	American Bosch Magneto Co., Springfield, Mass	

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
Lynn Ellis	. Lynn Ellis, Inc., New York	Honig-Cooper Co., San Francisco, Cal	Management Counsel
C. M. Seymour	.F. J. Ross Co., Inc., New York, SecyTreas.	. Same Company, San Francisco	.Vice-Pres. and Secy.
C. P. Pelham	.F. J. Ross Co., Inc., New York, Dir. of Service	e.Same Company	. Vice-Pres.
D. Volkmar	.F. J. Ross Co., Inc., New York, Comptroller	Same Company	. Ass't Secy.
G. DeWolf Wever	.F. J. Ross Co., Inc., New York	Same Company	San Francisco Office
Joseph Dillon	.Whitaker & Co., St. Louis, Mo	Chappelow Adv. Co., S Louis	
Kenneth O'Mara	. Hamilton National Bank, New York, Adv. Mg	r.G. Allen Reeder, Inc., New York	.Acc't Executive
C. F. Spolen	.Reuben H. Donnelley Corp., New York,		
•	Prod. Mgr.	G. Allen Reeder, Inc., New York, Acc't Exec-	Acc't Executive
A. G. Peart	Great Atlantic & Pacific Tea Company, Jerse	ey	
	City, N. J., Adv. Mgr	Paris & Peart, New Yor	k.Partner
T. V. Hendricks	.Joseph Laronge Co., Cleveland, In Charge of Adv.	Hendricks & Nourse, Cleveland	. Partner

Starting January 1st 1 9 2 8

January 1st — have ordered space in Collier's for the first six months of 1928 —a greater volume of business than Collier's has ever carried in any one year.

Collier's circulation is steadily going up—now well over 1,350,000—over 450,000 newsstand.

NEWSY PICTORIAL BRIEF



Name

Advertising • The NEWS DIGEST • Aug. 10, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Roy Quinlan	Potts-Turnbuli Adv. Co., Chicago	The Quinlan Co., Chicago	. Pres. & Treas.
John H. Kelly	Henri, Hurst & McDonald, Chicago	The Quinlan Co., Chicago	. Sec'y
R. L. Nourse, Jr	Kangesser Co., Cleveland, Adv. Mgr	Hendricks & Nourse, Cleveland	. Partner
William S. Power.	Power, Alexander & Jenkins, Detroit, Partne	r. Pratt-Moore Adv. Co., Detroit	. Vice-Pres.
W. C. Savage	Chicago Better Business Burean	Fisher-Wilson Adv. Agcy., St. Louis	. Contact
W. R. Howell	Dodge Bros., Inc., Detroit	Burton Bigelow Adv. Agev., Buffalo, N. Y	Acc't Executive

Former Company and Position

CHANGES IN PERSONNEL—(Media. etc.)

Now Associated With Position

cinnati

	· · · · · · · · · · · · · · · · · ·		
Frank W. Maas	.The Magazine Advertiser, New York, Adv. Mgr	.Resigned	
C. E. Seitman	.Evening Graphic, New York	. American, New York	Adv. Staff
Perry Githens	. Harper's Bazar, New York, Pro. Mgr	.Life, New York	Adv. Dept.
J. R. McDonough	.Chicago Herald-Examiner	Thomas F. Clark Co., Inc., Chicago	
B. A. Pincus	.Charles A. Fuller Adv. Agey., Chicago	Thomas F. Clark Co., Inc., Chicago	
Frederick Ohm	. American Agriculturist, New York	.Same Company	Gen. Mgr. of Poughkeep sie Office.
D. B. Hassinger	Robert Gair Co., New York, Art Dir	Atlantic Lithographic & Printing Co., New York	Vice-Pres. in Charge o
F. O. Williams	Courier Journal, Louisville, Ky., Adv. Staff	. Yale Alumni Weekly, New Haven, Conn	Adv. Mgr.
R. W. Read	.John M. Sweeney Co., Boston	. Read & Wildes, Boston	Partner
N. B. Wildes	.John M. Sweeney Co., Boston	. Read & Wildes, Boston	Partner
John Cornell	The Magazine Advertiser, New York, Ass't to Adv. Mgr.		Adv. Mgr.
J. O. Boyd	. Best & Co., New York, Adv. Dept	. Scheerer, Inc., New York.	Ass't to Eastern Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
John Warren Watson Co	Philadelphia	. Watson Stabilators .	. George Batten Co., Inc., New York
The Marchant Calculating Machi	ne Oakland, Cal	.Adding Machines	. The H. K. McCann Co., San Francisco
The San-Tabl Tub Co	Cleveland	.Wash Tubs	. The Richardson-Briggs Co., Cleveland
Geo. W. Walker Co	Cleveland	. Victoreen	Carpenter Adv. Co., Cleveland
Blake Mfg. Co	Cleveland	. Golf Specialties	Nelson Chesman & Co., Cleveland
Best Lincoln Radio Co	Cleveland	. Radio Products	Nelson Chesman & Co., Cleveland
Massillon Power Shovel Co	Cleveland	Gasoline and Steam Shovels	. Paul Teas, Inc., Cleveland
Swedish State Railways	New York	.Transportation	Husband & Thomas Co., Inc., New York
The Natural Raw Milk Products	Seattle	.Raw Milk	. Tom Jones Parry, Seattle
George D. Roberts & Co	San Francisco	. Stocks and Bonds	Emil Brisacher & Staff, San Francisco
The Le Blond-Schacht Truck Co	Cincinnati	.Trucks	. The Keeler & Stites Adv. Agev., Cin-

"To rise above mediocrity ~~ requires enthusiasm and a determination not to be satisfied with anything short of one's ideals." ~RR:Updegraff



T the sixth annual exhibition of advertising art, held by the Art Directors' Club of New York, this poster for the Chicago, South Shore and South Bend Railroad received the Medal Award and the Barron G. Collier Prize. It was painted by Oscar Rabe Hanson (Deceased).

It demonstrates very clearly the relation of the illustration to the copy. The caption reads, "Homeward Bound by South Shore Line" and Mr. Hanson bears this out in his clever portrayal of the wild goose fleetly winging its way southward.

Faithful reproduction brings out every detail of the original—nothing of the artist's technique is lost.

Gotham Photo-Engraving Co.

INCOMPARABLE

229-239 West 28th Street Telephone Longacre 3595-3596 New York, N. Y.



Advertising • The NEWS DIGEST • Aug. 10, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
	Baltimore	. Mayonnaise	The Joseph Katz Co., Baltimore
The J. B. Williams Co	Glastonbury, Conn	. Shaving Soaps ar Toilet Preparations	nd The Manternach Co., Hartford, Conn. Effective, Sept. 1
Pennsylvania Rubber Co	Jeannette, Pa	Tires	J. Walter Thompson Co., Inc., New York
The Robeson Rochester Corp		.Electrical Goods and	
Scott Paper Co	Chester, Pa New Orleans	Clocks	J. Walter Thompson Co., Inc., New YorkGeorge Batten Co., Inc., New YorkJ. Walter Thompson Co., Inc., New YorkFitzgerald Adv. Agcy., Inc., New Orleans
Standard Fruit & Steamship Co.	. New Orleans	Bananas and Steam	
Cusponta Danalanmant Ca	N O I		. Fitzgerald Adv. Agcy., Inc., New Orleans
Gulf Crushing Co		Building Materials ar	Fitzgerald Adv. Agcy., Inc., New Orleans adFitzgerald Adv. Agcy., Inc., New Orleans
Union Indemnity Co	New Orleans	Insurance	Fitzgerald Adv. Agcy., Inc., New Orleans
The Globe Mfg. Co			
The Spillman Engineering Corp.	No. Tonawanda, N. Y	Y.Heat-Rite Hot Wate Auto Heaters	er .J. Jay Fuller, Buffalo
The North American School of Drawing	Buffalo, N. Y	Correspondence Schoo	l.J. Jay Fuller, Buffalo
Mary Brooks Picken Fashion	&		.The G. Lynn Sumner Co., Inc., New York
Glenridge Textile Co			
			.Edwin Bird Wilson, Inc., New York
			.Edwin Bird Wilson, Inc., New York
			Griffin, Johnson & Mann, Inc., New York
E. Frederics, Inc.		ing Machines	.Erwin, Wasey & Co., New York
Radiart Laboratories Co	.Chicago	.Radio Coil and Transformer Units	s- Hurja-Johnson-Huwen, Inc., Chicago
			.Bolland-McNary, Inc., New York
			.Bolland-McNary, Inc., New York
John E. Hanifen Co., Inc	.Philadelphia and Ne York	w Sweaters and Knitte	ed
		Goods	Bolland-McNary, Inc., New York
			.Bolland-McNary, Inc., New York
Reger-Gallinger Co., Inc	. New York	Sport and Tailored Dresses	.Bolland-McNary, Inc., New York
The Allis-Chalmers Mfg. Co	.West Allis, Wis		.Freeze & Vogel, Inc., Milwaukee
Wm. L. Gilbert Clock Co			. Street & Finney, New York
Clayton & Lambert Mfg. Co	Detroit		.Pratt-Moore Adv. Co., Detroit
The Robert Walker Co	.Detroit		
National Home & School Assn	. Chicago	.Books	. Hurja-Johnson-Huwen, Inc., Chicago
Standard Varnish Works	.New York	Foreign Advertisin	
Kraft Cheese Co	.New York	.Kraft Cheese, Foreig	
Fellows Medical Mfg. Co	.New York	. Medicinal Products, Foreign Advertising	.G. Allen Reeder, Inc., New York
The Keen Waving Co	. New York	.Permanent Waving	. The Chambers Agcy., New York

Thelargest circulation in America daily and Sunday

A great man dies . .

His clubs and colleagues offer resolutions of sympathy. There are an impressive number of frock coats at his funeral. The press gives him a column. People read about him, wonder a little, and go their daily way.

Another man of eminence dies. The newspapers print pages about him, treasuring every known scrap of information and anecdote. People speak of him in hushed voices, as though the death were in their own family. And on the day of his burial, half a million people line the curbs for weary hours until the flower laden

Bothwere great men. Both were eminently and successfully serviceable of their kind and among their fellows. But one had the personality that makes friends, the habit of making friends. There are newspapers like both men. One merely gives excellent service. The other serves well and makes friends in serving.

hearse goes by.

LAST YEAR, more than a million people wrote letters to The News. They wrote, not as the English write to the London Times, in



self expression – but to show their interest, to ask or offer help, to find a solution to their problems.

You bring your problems to either a friend or an ex-

pert. In thousands of cases The News has this dual role.

You know how most folks are about going to see a doctor. But last year, 14,560 people wrote to Dr. Evans of The News, asking advice on hygiene and health, diet and exercise, the care and feeding of children.

Do you ever look at yourself in a mirror? Everybody does. So

25,748 women in 1926 wrote to Antoinette Donnelly on matters of health and beauty. Doris Blake answered 12,670 requests for help on personal

problems, etiquette and social affairs.

Twenty-two hundred readers bought sets of plans for building new homes; 22,777 automobile owners bought more than 28,000 copies of The News atlas

of automobile maps; 23,279 women bought News cook-books; and women readers bought more than 800,000 News patterns at ten or twenty-five cents apiece.

More than 90,000 people contributed to various departments. As for information—The News is library, museum and referee; the Reader's Service Bureau received 18,157 inquiries for data on every-

thing under the sun! More than 5,000 people called in person; those who wrote were answered by individual letters.

The baby needs a pair of shoes? A tragedy when true! The Friend in Need column gets such requests and fulfills them; 31,920 letters last year, of which less than one-fifth were requests, and more than four-fifths were offers of assistance. A settlement house asked for an old piano—and got offers of twelve!

THE NEWS is more than a newspaper. It is a friend to its millions of readers. Its friendship is based on service, helpfulness, and a community of interests. Perhaps this fact more than any other explains why forty-five out of every hundred morning newspaper buyers in and around New York City buy The News. They have six papers to select from—but they buy this one.

The News circulation of 1,200,000 copies is a force no ad-

vertiser in the New York market ean ignore or neglect; but The News friendship, with its millions of readers, and their confidence in it are factors that make a superlative advertising medium as well as the largest circulation

Get all the facts before you make your next New York schedule!

in America.

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York



Advertising • The NEWS DIGEST • Aug. 10, 1927



August 10, 1927

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Hendricks & Nourse Clevelar	ndAdvertising	T. V. Hendricks and R. L. Nourse, Jr.
The Quinlan Company35 East	Wacker Drive, Chicago Advertising	Roy Quinlan, Pres. and Treas.; John
		H. Kelly, Secy.
Read & Wildes Boston,	MassPublishers' F	Repre-
	santativas	Richard W. Read and N. R. Wildes

PUBLICATION CHANGES AND APPOINTMENTS

electric Light & Power Magazine Co.,
Chicago
Winston, Incorporated, Chicago
Current History, New York
The Lenoir News-Topic, Lenoir, No. Caro- lina
The Vindicator, Youngstown, Ohio Has appointed Kelley-Smith Company, New York, as its national advertising representative.
Evening Post, Indianapolis
The Woman's Farm Journal, Columbia City, Has appointed Harry R. Fisher Co., Chicago, as its national advertising replaceresentative.

MISCELLANEOUS

The National Outdoor Adv. Bureau, Inc., Is establishing a new service in outdoor advertising for the benefit of its agency members. This department will be known as the Field Service Department and will have representatives in all parts of the country.
Engineering and Contracting Publishing
Co., Chicago
B. J. Paris Adv. Agcy., New YorkName changed to Paris & Peart.
Shields & Colcord, Inc., Chicago advertis-
ing agency
The F. J. Ross Company, New York adver-
tising agency
Franklin Press and the Franklin Offset
Co., Detroit

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
·	erPublication	· ·		
Blaker Adv. Agey., In	cAdvertising	110 West 40th St.		g., 420 Lexington
B. J. Paris Adv. Ago	y Advertising	1457 Broadway, I		
American Acriculturis	tPublication	161 Fourth Ave	Peart	
Simmons-Boardman P			sie, N. Y.	y St., Toughkeep-
Co. (Chicago Office)	Publications	608 So. Dearborn	St., Chicago. 105 West Ad	ams St., Chicago

To Select the Proper

Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

—supplemented with bulletins—and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

-- USE THIS COUPON --

Special 15-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois,	
Gentlemen: You may send to us, prepaid, a copy of the current number of Standar issued since it was published for "15 days" use. Unless we return it at the end of focost of one year's subscription. The issue we receive is to be considered the initial nof each month. The Service is to be maintained accurately by bulletins issued every of	fifteen days you may bill us for \$30.00, which is the number to be followed by a revised copy on the first
Firm Name	
Cha	

The VERDICT of the MILLION DOLLAR BELLWETHERS NEWSPAPER AMOUNT SPENT ADVERTISERreceiving most money Studebaker Tribune \$153,713.40 Standard Oil Company Tribone \$107,992,30 Le American Abocar & Tribune \$104.581.60 OAKLAND Tribune \$96,215.20 \$95,819.00 Tribune RY J. REYNOLDS TOBACCO COMPANY \$94,304.00 Tribune Willys-Overland Motor Co. \$82,291.75 Tribune Lambert Pharmacal Company A I G E & Jewett P Tribune \$76,715.20 \$76,068.00 Dodge Brothers Tribune Tribune \$67,100.00 Curtis Publishing Co. \$65,342.20 Fribune **OLDSMOBILE** \$63,682.80 Tribune Frigidaire \$63,471,00 Tribune LEVER BROS. \$54,783.75 American BAYER * Tribune \$52,976,90 \$41,387.00 4 ribune LIGGETT & MYERS TOBACCO CO \$37,500,80 Tribune Maytag Kelloygis Tribupe \$34,418.00 CALUMET Tribune \$28,056,85 P. LORILLARD CO. \$20,758.00 Tribune WRIGLEYS \$18,938.37 Herald-Exam

Above are listed 21 of the 23 million dollar bellwethers. Two who used more advertising in The Tribune than in any other Chicago Newspaper asked that their names be omitted.

21 of 23 million dollar Bellwethers prefer The Tribune

above all other Chicago newspapers.

By a vote of 21 to 2, the "million dollar" national advertisers pick The Tribune above all other Chicago newspapers. All office of 23 manufacturers who spent \$1,000,000 or more for advertising in Newspapers in 1926* gave more of their appropriation to The Tribune than to any other Chicago newspapers

An overwhelming decision which leaves no doubt as to The Tribune's overwhelming leadership!

Can the man who spends more than a million dollars a year for advertising he far wrong? Could you fool 91% of the largest advertisers in the country? Head the list at the left of hig newspaper advertisers and note carefully how they spent their advertising funds in Chicago.

Making It 100%!

All but one advertiser in this list used The Chicago Tribune—and that one, Lever Brothers, is spending approximately \$50,000 for advertising in The Tribune during 1927. The other 22 spent more than \$1,500,000 in The Tribune. The rest of their appropriations were divided among several newspapers.

Can They Afford to Be Wrong?

Follow the lead of those who have made great advertising successes. When you buy The Chicago Tribune you are getting a tangible force.

You get more families in Chicago and suburbs than any other newspaper can give you.

You get more renders in The Chicago Territory outside Chicago than you can get with any other newspaper. Von are given exact information on circulation in the city districts of Chicago and in every city, village and hamlet outside Chicago. You can easily check the quality of the circulation.

There are many evidences of the value of Tribune good will built in The Chicago Territory for 80 years. Manufacturers who have made the greatest advertising successes have not placed their money on the strength of theory and intangible claims. They knew they were buying an actual value which no other newspaper could give them.

Increases in sales in The Chicago Territory have so substantiated their judgment that they have continued to use The Tribune each year in increasing measure.

*From the list prepared by the Bureau of Advertising of the American Newspaper Publishers' Association. If there are any "million dollar" newspaper advertisers omitted it is because the Bureau of Advertising was unable to secure estimates of their newspaper expenditures. Two of the 23 manufacturers have asked that their names be not mentioned.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 769.645 daily; 1,090,215 Sunday

PUBLISHED FORTNIGHTLY



from an advertisement of the Postum Cereal Company for Post Toasties

AUGUST 24, 1927

15 CENTS A COPY

"What's Right With Distribution?" By LOYD RING COLEMAN; "When Does a Caption Outlive Its Usefulness?" By Ray Giles; "Slot Machine Retailing Arrives" By Delesiae Jones; "Why All the Sadness About Duplicate Circulation?" By Kenneth M. Goode; "The News Digest" on Page 74

"FIRST, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies concentration in local trading areas, sound character of readers, and a sustained reader interest."

A. H. Ogle, Secretary Association of National Advertisers, in Editor and Publisher, May 28, 1927. (The italics are our own.)

The Daily News Replies:

CONCENTRATION

The accepted "local trading area" of Chicago comprises that territory within a forty-mile radius of the city's center. In this area 95 per cent of the circulation of The Daily News is concentrated.

CHARACTER

The more than 400,000 circulation of The Daily News reaches a majority of the financially responsible families in Chicago. These readers have been won to The Daily News by no inducements except The Daily News itself,

convincing indication that they reflect in their personal characteristics its sane, clean-thinking, progressive spirit.

READER INTEREST

The best proof of the reader interest in a newspaper is the responsiveness of its circulation to the advertising in its columns. Advertisers have put their stamp of approval on the responsiveness as well as on the quality and distribution of the circulation of The Daily News by placing in its columns more lines of display advertising than in any other Chicago week-day newspaper.

	Advertising	Representatives:-	-
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly Fine Arts Building	C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for the Six Months Ending June 30, 1927, 441,414—95 Per Cent in Chicago and Its Suburbs

Une newspaper—the Pittsburgh PRESS—blankets the great Pittsburgh market, the fifth largest market in the United States. The PRESS has overwhelming leadership. At one cost, through a single newspaper, the advertiser quickly and thoroughly sells both dealer and consumer.

> 198,046 Daily 259,155 Sunday



Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago

Detroit

Atlanta

San Francisco

Los Angeles

Portland



INDIANAPOLIS—The 21st City in Population but 13th in Retail Sales

Cultivate Markets that are Able to Buy!

MONTH after month, national statistical organizations have been pointing out Indianapolis—and Indiana in general—as excellent territories for sales activity.

This fact merely emphasizes the basic stability of this rich market, with its favorable geographical characteristics—its thorough diversification in industry and in agriculture—its intelligent and progressive population,

over 92% native born white. Such elements as these preclude business depressions.

The Indianapolis Radius, comprising the two-thirds of Indiana directly influenced by Indianapolis, is an outstanding market for buying power. And The INDIANAPOLIS NEWS, Indiana's dominant daily newspaper, is equally exceptional for the selling power it gives to its advertisers.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

NEW YORK: DAN A. CARROLL 110 East 42nd Street CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

The Black Age Passes

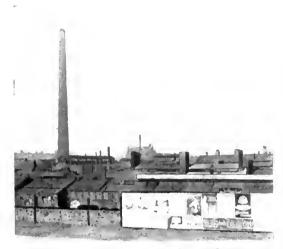
HE invention of the steam engine ushered in a "black age." All other considerations were quickly subordinated to the utilization of heat and power. Almost everywhere smoking chimneys were looked upon as evidences of progress and enterprise.

passed without Decades there being any material change in the situation. Recently science came to the rescue of a long-suffering humanity. The chemist called attention to the astounding waste of precious values entailed in the burning of raw coal. The doctor came forward with irrefutable figures proving how severe was the damage done human health by the acids pouring forth from the nation's chimneys. The housewife awakened to the drudgery caused by sooty air, and property owners as well as merchants finally became conscious of the enormous losses they were compelled to sustain as a result of barbaric heating practices.

Now we enter a new age in which human aspects are commencing to decide vital issues. The intelligent citizen no longer has any sympathy for the notion that the earth's atmosphere is a proper dumping ground for the refuse cast off by crude furnaces. The government is support-

ing the proposal that there shall be an end to practices which largely reduce the hours of sunlight and cut off a substantial percentage of the valuable ultra-violet rays contained in unskimmed solar radiations

A new philosophy of sunlight has swept over the world. It has been disclosed that plants live because of the light of the sun and not its heat; that solar radiations are bactericidal; that natural sunlight enriches human blood in calcium, phosphorus, iron and probably iodine; that it is absorbed by the blood increasing the number of white cells and the number of plateletes, thereby rendering the individual more or less immune to disease; that the radiations we get from the sun are most potent in the early morning hours, and that their value to the body is due to chemical reactions which take place and not merely to warming the blood. If this were not true it would be equally beneficial for us to warm our blood by taking hot baths or remaining in warm rooms.



Sunday in a large industrial city



Monday in the same city

People everywhere are turning their homes and offices as far as possible into solariums. They have dismissed the idea that the efficacy of sunlight is principally confined to such ailments as rickets and tuberculosis. The dermatologist uses sunlight extensively in the treatment of cutaneous affections, and no less successful results have been obtained through the use of this same great agency as a remedy for digestive disorders and rheumatic conditions. The annual curves of both the phosphorus and the calcium content of the blood of infants in New York City follow the monthly height of the

Cellar-grown children, like cellar-grown plants, will not continue for long in normal health. There will be a deficiency of chlorophyll in the plant and of haemoglobin in the child. The great Rollier found in his many clinics in Switzerland that when the sunlight failed to appear for days at a time, his patients were injured, and they would not start again on their rapid advance to health until the sun's rays returned.

People who live largely in sunlight do not require so much food as those who spend their time in the shade. When radiant energy passes directly into the body by way of the skin, there is less need

to burn up fats or carbohydrates in order to keep the blood warm. Light is a food substitute that can be made to afford material relief to our digestive mechanisms.

The light of the sun is our benefactor—its heat our enemy. We must try to use the hours of the day that give us the light rather than the heat. Each individual must take his solar radiations in doses, the amount being determined by careful experiments. Some respond to light more easily than others. People who tan quickly are the best subjects. Those who freekle instead of turning brown must move carefully. Red-haired folks are usually refractory to sun treatments, and in such cases time and patience must be exercised. An over-dose of sunlight will do damage just as will excessive eating and drinking.

Sunlight and cold appear to be a more ideal combination than sunlight and heat. In other words, a hundred clear days in Canada would benefit the human

[CONTINUED ON PAGE 50]

PHOTO-ENGRAVING

THE DYNAMIC ILLUSTRATOR OF KARDEX GROWTH



AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES * 863 MONADNOCK BLOCK * CHICAGO



has been manufacturing toilet goods since the year 1806. It is rather trite to remark here that an organization doing business for a hundred and twenty one

years should have some pretty definite information on how to make good merchandise, plus equally definite information on where and how to sell it.

But said trite remark brings us to the point of this advertisement.

Colgate & Co. advertising is appearing exclusively in The Detroit Free Press. And with the acquirement of the Pompeiian Company, an exceptionally generous rotogravure advertising schedule telling the Pompeiian story pictorially will also appear exclusively in The Detroit Free Press.

But we don't claim all the credit for the manner in which Colgate merchandise is moving in the

Detroit market. Mediums aren't the whole "seance." There's the advertising itself handsomely prepared and ably merchandised by the George Batten Company. And then there is a very capable sales manager in the Detroit territory, one "Ed" Powers, by name, plus a staff of capable sales creators.

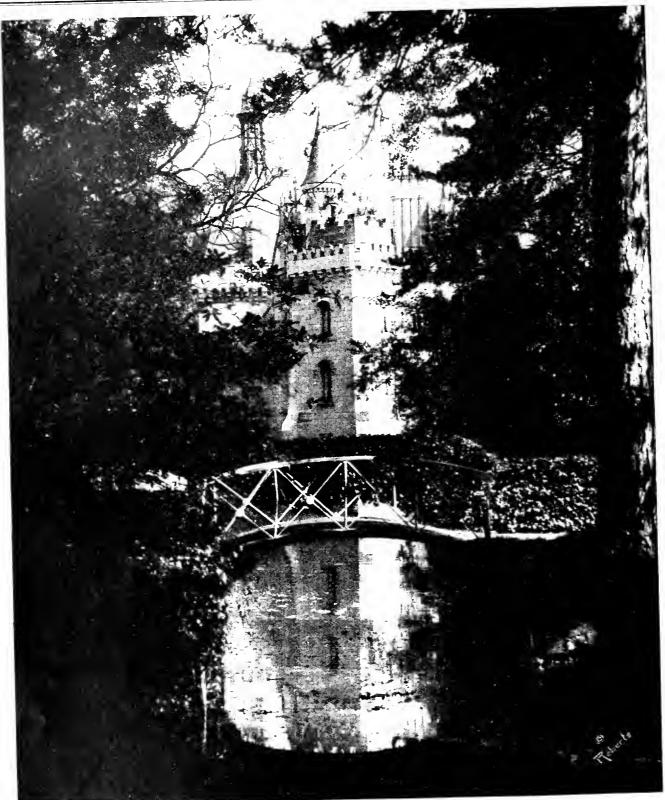
Colgate & Co. is a bit canny in choosing The Free Press. canniness can be best expressed in a quotation from the Curtis Publishing Company's "Book for Salesmen," which reads like this: "for products of universal consumption you will find it advantageous first, to seek distribution in better areas, especially in those American districts where people live closely enough together to exchange backdoor opinions on brands they buy."

That is what you buy when you buy The Free Press—"distribution in better areas," which means every other home in the Detroit market.



New York

Chicago



A FEW WEEKS IN FRANCE

Instead of summering in the sloughs of business

the loneest samplank in the worl?. Frame ashore with all het treasures of soil and sense?

Weekly de luve express service by the He de France, Pairs and Frame .

Weekly de luve express service by the He de France, Pairs and Frame .

Weekly de luve express service by the He de France, Pairs and Frame .

Weekly de luve express service by the He de France, Pairs and Frame .

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Week

Plance of a thou and we note that the garaphank a non-independent of the longest samplank in the straight across the garaphank with and uncompared to the listory and the longest samplank in the Trench people with a lawle nod a distribution. Any every French Larent is France with a lawle nod a distribution. Any every French Larent is France and mathy about 1 you respect to the bracket spacke of dissipations, in the a lawle pattern and mathy about 1 you respect to the bracket spacke of dissipations. The Perit is a fact that the dissipation in the other end of the centre to folking of give pin the france of the property of the fact of the centre to folking of give pin the face. Then in the other end of the softeness of the face of the sample of the sample of the sample of the face of the sample of the sample



Advertising is a VALUED SERVICE

GOOD THINGS can be said about most magazines. Nearly every one can point to the superior results produced for this advertiser, for that advertiser.

But it is another thing when a magazine carries more pages of advertising and more accounts, year after year, than any other in its field. That tells a great deal more.

There is one distinctive reason for Good Housekeeping's record:

Your advertising in this magazine is not advertising in its usual sense. It is a contribution, really, to one of the services of Good Housekeeping. It is used as such.

For years Good Housekeeping has devoted a great deal of space in every issue to sell its readers on the usefulness to them of advertising—to use its advertising section as a buying guide. Every advertisement is listed in a special index classified by products. And every product is guaranteed.

Good Housekeeping has made your advertising valuable to its readers. It is something they want with the magazine—not something they must take whether they would or not. They may not rush to buy, but they will look for your advertisement when they are ready. You can check this by asking any woman whose opinion you respect. It is something to remember when gauging magazine values.

GOOD HOUSEKEEPING

CHICAGO

BOSTON

NEW YORK

SAN FRANCISCO



The DAWN of A NEW DAY in **BUSINESS-PROFESSIONAL Advertising**

THE fact that ABP papers carried 102,670 pages of advertising, placed by 1,209 advertising agents in 1926—as compared with 82,716 pages placed by 1,679 agents in the year preceding—has been broadcast to the general advertising world, through announcements in the advertising journals, including the ABP Honor Roll.*

The Relative Rank* of the "First 200" Advertising Agents Using the Greatest Amount of ABP Space

The keenest interest has been displayed by agents everywhere in this ABP "Honor Roll"* announcement-indicating that Business and Professional Publicity is now being given a rightfully adequate share of attention by an increasing number of the better agents in planning the sales-development work of their clients.

All signs indicate that the advertising profession

is on the threshold of a new and greater development in the use of Business-Professional publications. For, of course, Business and Professional publicity is a vitally important factor in every sales campaign and of the service rendered by the agent responsible for its success. To be on the ABP "Honor Roll"*-therefore, is evidence of such service by an agent to his client.

THE ASSOCIATED BUSINESS PAPERS, Inc. 52 VANDERBILT AVENUE **NEW YORK**

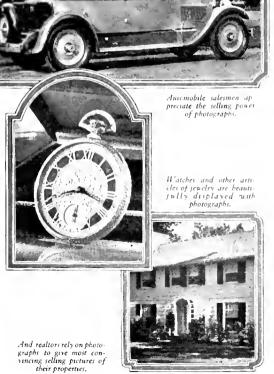
Avoid the Hazard of the Question Mark





hotographs leave nothing unsaid. They tell the story accurately, quickly and clearly. They shield your product from the selling hazard of the question mark better than any other type of advertising art. Properly made and reproduced, Photographs bring to prospects the complete understanding that quickens buying decisions. Use them freely in your advertising—for the easier, faster sales they will bring you!





The Failure...



THIS catalog is a total failure—because somebody tried to "save" money on envelopes. And the "saving" amounted to just a fraction of a penny on each envelope.

You avoid tragedies like this when you send your catalog in Improved Columbian Clasp Envelopes. The strong paper used in these envelopes doesn't give way when a Niagara of packages flows over it in the post office.

The malleable metal clasp doesn't break off when the post office opens the envelope to inspect its contents. The seams of Improved Columbian Clasps don't give way under sudden strain. The flap doesn't tear out under the pull of the Improved Columbian Clasp.

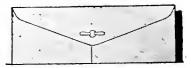
Thirty-one stock sizes make it easy to find the very one you need—in Improved Columbian Clasp Envelopes. And you get away from the delay and high cost of having envelopes made to order.

Your printer or stationer can supply you—or write us.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes SPRINGFIELD, MASSACHUSETTS

With fourteen manufacturing divisions covering the country

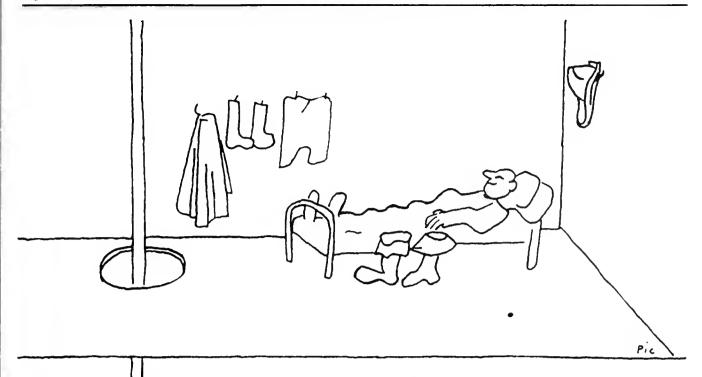


The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues always line up with the flap-punch.



The name, Improved Columbian Clasp, and the size number are always printed on the lower flap.

Improved COLUMBIAN CLASP ENVELOPES



A New

Market for Fireman's Helmets

The manufacturer, whatever he may make, however basic and staple, can no longer settle down and let things take their course.

He must hold himself ready to act and act quickly, interpret the signs, anticipate the new attitude of the public, analyze each new invention or discovery for its effects, immediate or ultimate, on his own business.

He must sleep like a fireman—his helmet on a hook—ready to dash out at a moment's notice.

Three forces now enter into business to produce this condition; fashion, new ideas, and changing habits.

What makes these forces so powerful in business today is the speed with which they spread and the unanimity with which they are adopted.

Advertising is responsible for both the speed and the unanimity.

It has created a public that reveals an amazing willingness to toss old methods and manners into the rubbish heap where lie the tall hat, the moustache cup, and the antimacassar, and take on a new set.

Advertising may be called both the cause and effect.

It helped create the new business era and the new type of manufacturer—one who knows how to use advertising and who will welcome the new adventures in store for him and his comrade-in-arms, the advertising agency.

CALKINS & HOLDEN, INC., ADVERTISING 247 PARK AVENUE • NEW YORK CITY

New Yorker Found Bright Mind



O, all of the bright people in New York certainly do not see The New Yorker every week. In fact, our Secret Service reports that an exceedingly bright young woman who lives on Little West Twelfth Street has never even seen one copy of The New Yorker.

There are a large number of earnest folk who are bright as anything who survive somehow without this magazine. Most of them have Missions, home, foreign and Missions of assorted shapes and ends. Some of them think that everything that is, is wrong and that if there is any change it will be for the worse. Others believe that Something Can (and should) Be Done About It.

With many of them we deeply sympathize. Particularly The Crusaders. Every now and then we have an urge to do some heavy Crusading on our own. And sometimes we do tilt a mean lance at certain exasperating abuses of New York's decent urbanity.

But on the whole, the thought of ourselves armed cap a' pie is not engaging. It's so warm for armor and you have to wait in line so long to get a good fit, what with all the Crusaders ahead of you.

Not Guilty of Monopoly

So, much as we love these serious-minded ones, we are forced to pass them by, bowing respectfully as we do so. For, after all, The New Yorker is edited for the majority of the bright men and women in New York—a majority, if you please, more interested in living well today than ideally tomorrow.

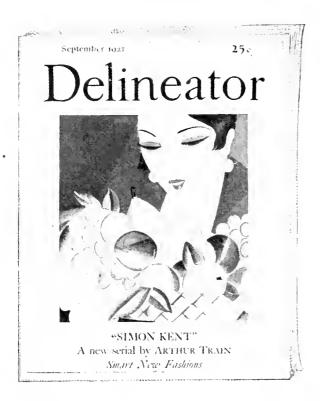
In short, The New Yorker is edited in the spirit of the town. This we understand to be a spirit that is cosmopolitan, perhaps a trifle too suave, surely not easily ruffled and withal most approachable from any angle of appeal, to wit, intelligence and the love of good living.

With such an approach The New Yorker has found ready acceptance. May we suggest to advertisers that under New Yorker auspices and introduced in similar vein their goods and services may find like acceptance among the bright people of the town?



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Into the buying demands of a new day and age has firmly stepped one magazine that has changed as modern America has changed—

Beauty...

is introduced into material objects to enhance them in the eyes of the purchaser. The appeal of efficiency alone is nearly ended. Beauty is the natural and logical next step. It is in the air...

Modern color and design are styling not only products hitherto in the style class—silks, prints, fabrics, textiles, gowns, hats, shoes and sports clothes—but social stationery, foods, motor-cars, building materials, house furnishings, book bindings, interior decoration, furniture and bric-a-brac.

. . tro

"Beauty, the New Business Tool"

by Earnest Elmo Calkins

in the August Atlantic Monthly

the new Delineator

As practical, as useful, as a magazine can be made, it has, in addition, an atmosphere all its own...It has the appeal of beauty about which Mr. Calkins writes. It is distinctly styled. It is the one magazine of large circulation that is smart—

And every month more advertisers are realizing the new Delineator's value*

*The September issue, for instance, shows an almost spectacular gain in advertising lineage... Compared with the September issue of the preceding year...

of the preceding year... 85%

Advertising & Selling

VOLUME NINE—NUMBER NINE

August 24, 1927

Everybody's Business FLOYD W. PARSONS	5
What's Right With Distribution?	19
Slogans and Such	20
EARNEST ELMO CALKINS Slot Machine Retailing Literally Arrives	21
De Leslie Jones	
The Start of My 17 Years With an Advertising Agency CLAUDE C. HOPKINS	22
Signs That Tell When the Cub Is Ready to Sell Frank L. Scott	23
Getting 90 Per Cent Convention Attendance H. A. Haring	24
Will Engineers Make the Best Advertising Men? LYNN ELLIS	25
The Bogey of Brevity BERTRAM BROOKER	27
Why All the Sadness About Duplicate Circulation? K. M. GOODE	28
The Editorial Page	29
Who Is John E. Powers? GRIDLEY ADAMS	30
When Does a Caption Outlive Its Usefulness? RAY GILES	32
Advertising and Distribution Problems in Australia W. B. Edwards	36
Why I Failed	38
Are Advertising Men Too Much on the Defensive?	40
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	58
E. O. W.	62



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WHAT'S right with distribu-tion? is Mr. Coleman's inquiry in the lead article in this issue. He maintains that present distribution methods are best for conditions today because they are most efficient in satisfying the needs of the greatest number. It presents a fresh viewpoint at a time when our entire system of moving merchandise is under the microscope of economic inquiry.

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What's Become of the Four Hundred?

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They and their handful of followers in the big cities throughout the land were the folks who knew and had the money to buy all those delightful appurtenances of pleasant living that helped to symbolize their class—the sophisticated class of luxury buyers. They bought the ermine, and the silks, and the expensive exotic fruits and spices. They were the "carriage trade". For them alone a few exclusive florists kept a limited supply of orchids.

Where are the Four Hundred now?

The last decade of our unprecedented prosperity has created over a million of the four-hundred, luxury-buying class!

They can buy ermine and silks and exotic fruits whenever they want them. They ride in luxurious motor cars. And they buy orchids, too, just around the corner. Never before has the world seen anything like it!

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AUGUST 24, 1927

Advertising & Selling

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What's Right With Distribution?

By Loyd Ring Coleman

tion system works, is an incontrovertible starting point. To say that we are more prosperous than we were in 1827, when we didn't have it, is another. Among pragmatists, results count. And certainly the consumer is consuming more, and is therefore, presumably, happier than he was a century ago.

It would be a trouble-inviting thing to say, but none the less accurate, that under the existing psychological and economic conditions the much defamed distribution system is the best possible system. By postulating a new society, a better system could be conceived. But it seems a bit easier to make the system fit the human race than to remake the human race to fit the sys-

Reformers of all sorts attempt to make the human facts fit a theory. When the two don't gibe, they discard

O say that our present distribut the facts. But, as President Cleveland said, "These are facts and not theories that confront us." As human beings we have a certain definite history, both psychological and economic. We are a part of the endless flux of life which overlaps from generation to generation. We cannot take a cross-section of this life and consider it out of all relation to what it has evolved from. Economics, like literature and art, is a part of preceding history.

Viewed in a detached manner, the human method of getting goods seems riotously wasteful. Here is a farmer selling his wheat to a commission merchant who in turn sells to an agent of an elevator which, by virtue of a salesman, gets its wheat into a mill. Then follow several transactions, separated in each case by more salesmen. The wheat goes from mill to jobber or bakery, possibly to another jobber, to retailer,

to consumer. Perhaps twelve people make their livings in the mere handling of this wheat, which one man produces.

600

010

It does look wasteful, but what are the facts? The farmer sells where he can sell to the best advantage. It is cheaper for him to sell as he does than it would be to sell by any other method. If it weren't, wouldn't he be very foolish to sell as he does? But no one has ever found a cheaper way that was acceptable. Theroetically better systems have been evolved, but the human equation spoiled them. Take out any one of the twelve people in this complicated system, and the farmer's produce will cost the consumer even more than it does.

Apparently, specialization pays even in distribution. Division of labor brought down the costs in production, and the splitting of distribution into specialized units makes



Viewed in a detached manner, the human method of getting goods seems riotously wasteful

it possible to market the increase.

Possibly the greatest contribution made by this highly integrated and developed scheme of marketing is its creation of new wants for the producers to satisfy. If the merchandising of goods were a merely mechanical operation, it could be handled by a lot of slot machines. But the human factor is necessary that more wants be created, to the end that more wealth may be produced.

Merchandising is really an education process. Thousands of salesmen are educating millions of consumers to buy more insurance, better automobiles and vacuum cleaners. They are educating the consumer to dress

better, to take better care of his health and to be cleaner and more literate. And of course when salesmen must spend much of their time in teaching, some one has to pay for that part of the job. The consumer obviously pays. Were salesmen merely order takers for already-sold merchandise, the consumer would not need to pay so much. But the longer it takes to sell the goods, the higher must the price be. That's the cost of education.

Some question has been raised as to the value of all these so-called artificial tastes. People are said to be taught to want things beyond their means. But does this damage

the community? Prima facie, it seems that the only way for the individual to get more wealth is for him to produce more. But he can produce dozens of times more wealth than he can sell. He is too efficient a producer. People are not educated to the point of buying and using garters and toothbrushes as fast as he can make them. What is to be done then? Stop working? Or try to sell what he makes? If he sells what he makes, he must buy what other people make. And the more he buys of what they make, the more they will buy of what he makes. And by this interchange more wealth is produced

[CONTINUED ON PAGE 64]

Slogans and Such

By Earnest Elmo Calkins

T is cause for wonder that those groups of sometimes meaningless and irrelevant words, called _slogans, should continue to occupy the minds of so many advertisers. If anyone doubts their hold on the business world, he need only read the pages of recent Printers' Inks, which with praiseworthy hospitality has established a house of record for these fugitive bits of advertising copy. The rush to file claims resembles the mad horde which descends on a newly discovered gold field. One would think there was some value in the slogan itself, so eager is its originator to get it down on the list, and so prolonged is the discussion as to who really owns such foolish phrases as "It's right for you," or "It cleans so quick." Some of these slogans read as if the houses presenting them had just heard there was a slogan-bee on and hastily prepared an offering after the best minds had gone out to lunch. And having duly filed their slogan in the clearing houses, the enterprising originator apparently rests satisfied, as if the slogan itself would get out and sell goods.

In reading over these long lists (there must be thousands now) one realizes that not only has he never heard the slogan before, but in the majority of instances has never heard of the company claiming it. When you learn that the phrase "All that the name implies" is the slogan of the Stationers Loose Leaf Company, you are tempted to say, Well, what of it? There is nothing in a slogan per se, even the best slogan, but copy for an advertisement. Its only value lies in making it known. And even then it is doubtful if any one phrase can do the business as much good as fresh copy, changed regularly. But a slogan is something concrete that the average business mind can grasp. He is influenced by the fact that some slogans seem to catch on. People remember them.

They are used to make wise cracks with. They do not ask themselves, when they hear a familiar slogan, now what does that slogan advertise? If they did, they would learn how seldom the best known slogans suggest the goods they are supposed to make favorably known.

The only slogans that carry even a smattering of advertising power are those which include the name of the article advertised, as "I'd walk a mile for a Camel," and it is significant that the Reynolds people have stopped using that. For after all what did it say that would make you or anyone buy a cigarette? If anything, it suggested limited distribution. It proved that you can make people remember any phrase if you repeat it often enough.

Most slogans are innocent of any advertising value whatever, and some of them are guiltless of sense. They clutter up the advertising, crowding out better matter, and they fill the memories of readers with irrelevant words. The practice of advertising would be improved if slogans were discarded, and the space filled with reasonable, human, interesting copy which made people want the goods, or even with white space, instead of such sacred cows as "Eventually-why not now?" "When better cars are built, Buick will build them," or "Next to BVD I like myself best." The most appropriate slogan ever made, "You press the button," is no longer in use. The business outgrew it. A slogan is too often a bed of Procrustes, compelling the shaping of the copy and display to fit it, and taking from the freedom of expression which ought to mark the preparation of each advertisement. Often they are aside from the spirit of the advertising, out-moded by time, being based on ephemeral slang, or timely allusions which have been forgotten.

Slot Machine Retailing Literally Arrives

By De Leslie Jones

the bleat of discontented retailers who vow that the tendency of the times is to make slot machines out of them. They have meant this only figuratively, referr-

ing, of course, to the tendency to put up more and more consumer goods in packages, to standardize price, and to make demand more automatic by national advertising. It has been the national advertiser's boast from the beginning, that he desired to make purchase so simple and easy, that a child could be sent to the corner store and buy identified, oneprice, quality goods as readily as an adult and as cheaply. It is surely a far cry from the days before A. T. Stewart, who introduced the one-price system, to the day we now face - in view of a new development now about to make literal the complaining retailers, figure of speech about slot machine retailing.

The Remington Arms Company, famous for guns, ammunition, and more lately cash registers. has now definitely embarked upon an impressive program for the development of actual slot machine retailing. It has just purchased the Universal Sales Machine Company of Boston, pioneer in vending machines. and has now organized a subsidiary company to be known as Remington Service Machines, Inc. Its direct objective is the manufacture of machines

to automatically vend nationally advertised products. Various national advertisers have already placed orders with the new company aggregating 55,000 additional machines to

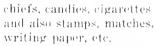
OR years we have been hearing—be built each year. The majority of these machines are to go into grocery stores, drug stores, department stores, cigar stores, restaurants, etc.

> The vending machine is a coinoperated device selling food and dry



THE Remington Arms Company, famous for guns. A ammunition and more lately eash registers, has now definitely embarked upon its program for the development of actual slot machine retailing. This new movement toward standardization met the approval of various national advertisers who have placed orders for a goodly number of machines. Naturally, the retailer has objected to this tendency. In the accompanying article Mr. Jones asks whether this turn is beneficial or detrimental for the retailer

> products, cigarettes, etc., without benefit of salesmen. It will greatly extend the present scope of machine selling of nationally advertised goods which at present includes handker-



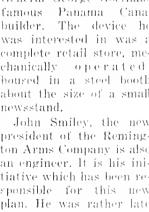
Remineto

It is interesting to know that this development is peculiarly the result of engineering brains. The first effort along this line was fostered by Major-General George Goethals, famous Panama Canal builder. The device he was interested in was a complete retail store, mechanically operated. housed in a steel booth about the size of a small

John Smiley, the new president of the Remington Arms Company is also an engineer. It is his initiative which has been responsible for this new plan. He was rather late on his way home from downtown New York one day, and stopped in to buy some small article of standard trademarked

[CONTINUED ON PAGE 60]

variety, which he wanted to secure without the delay of more than a minute or two. He went into a store, waited impatiently for three or four minutes, was misunderstood when



My Life in Advertising—VII

The Start of My 17 Years With An Advertising Agency

By Claude C. Hopkins

zone; five very strenuous years. I traveled from office to office, here and abroad. Every country presented new problems.

One night in Paris I called in a famous doctor. He told me I was a nervous wreck. "All that can save ' he said, "is home and rest."

"I have no home," I told him. "I live in a hotel. This hotel is very much like it. I might as well stay here."

But he insisted. Then I thought of the fruit farm on Spring Lake, Michigan, which I had so often plowed as a boy. I remembered one name there, Robert Ferris. I had heard that he had built a hotel. So I cabled him for accommodations.

I received his reply in New York. The hotel had been torn down, but he had cottages neatly furnished with all one could desire. "All you need to bring is your trunk," he declared.

I sent him a check for the cottage. and I came on with my trunk. For three months I basked in the sunshine, sleeping, playing and drinking milk. Then I went to Chicago, fully resolved to give up those efforts which had wrecked me and to live the quiet life. I invited some friends to a luncheon to say farewell to business. I was the gayest of the gay. I intended to keep busy, but I would write in the future for fame and not for money.

At the second course a young man came to our table and addressed me. "Mr. A. D. Lasker of Lord & Thomas requests you to call on him this afternoon," he said.

I knew what that meant. It meant a new career of serfdom, as I saw it. It meant night and day service to show others ways to make more money. And I was nervous, distracted, ill.

I turned to my friends at the table. "Mr. Lasker cannot do this!" I cried. "I have played my part. I will go to see him because I respect him. But he can never induce me to

SPENT five years with Liquo- enter the vortex of advertising result was an enormous success. again."

> I kept the engagement. Mr. Lasker handed me a contract for \$400,-000 from the Van Camp Packing Company. It was based on the condition that copy be submitted which would be satisfactory to Mr. Van

> "I have searched the country for copy," Mr. Lasker said. "This is copy I got in New York, this in Philadelphia. I have spent thousands of dollars to get the best copy obtainable. You see the result. Neither you nor I would submit it. Now I ask you to help me. Give me three ads which will start this campaign, and your wife may go down Michigan Avenue to select any car on the street and have it charged

> So far as I know, no ordinary human being has ever resisted Albert Lasker. He has commanded what he would in this world. Presidents have made him their pal. Nothing he desired has ever been withheld from him.

> NO I yielded, as all do, to his per-Osuasiveness. I went to Indianapolis that night. The next day I started investigations to learn the situation in respect to pork and beans. I found that 94 per cent of the housewives baked their own. Only six per cent were amenable to any canned bean argument. Yet all the advertisers of pork and beans were merely crying, "Buy My Brand."

> I started a campaign to argue against home baking. Of course, I offered samples of factory baking. I told of the sixteen hours required to bake beans at home. I told why home baking could never make beans digestible. I pictured homebaked beans, with the crisped beans on top, the mushy beans below. I told how we selected our beans, of the soft water we used, of our steam ovens where we baked beans for hours at 245 degrees. Then I offered a free sample for comparison. The

After a while, when others followed us, we suffered substitution. Our rivals tried to meet it by insisting on their brand. They said in effect, "Give me the money which you give to others."

CAME out with a headline, "Try Our Rivals, Too." I urged people to buy the brands suggested and compare them with Van Camp's. That appeal won over others. If we were certain enough of our advantage to invite such comparisons, people were certain enough to buy.

That's another big point to consider. Argue anything for your own advantage, and people will resist to the limit. But appear to consider unselfishly your customers' desires, and they will naturally flock to you. The natural instinct of a successful man is to tell what he has accomplished. He may do that to a dinner partner who cannot get away; but he cannot do that in print. Nor can he put over, at a reasonable cost, any selfish undertaking. People will listen if you talk service to them. They will turn their backs, and always, when you seek to impress an advantage for yourself.

Permit me to use this Van Camp example as evidence of very common shortcomings. Several able advertising men created impressive arguments. But not one of them knew the situation. Had they gone from house to house and interviewed housewives, they would have reached very different conclusions. But that was too much trouble. They were dealing with a man who knew as little as they did about the existing conditions. Their whole idea was to impress that man with some interesting copy. They never got by A. D. Lasker. He was practical. He knew that unless he sold the goods, no temporary advantage could count. In the last analysis, men are in business for profit, not to exploit their ideas. And their ideas vanish just the moment that profit fails to show.

[CONTINUED ON PAGE 44]

Signs That Tell When the Cub Is Ready to Sell

By Frank L. Scott

HAD listened in for two days on the training course given to the latest group of recruits to the sales force of one of the big manufacturers of automobile tires. Every detail of manufacture had been covered. Every good selling point had been discussed. Every possible buyer's objection had been brought up and met by numerous answers. It was an excellent course as these courses go. But in the back of my head there persisted the old haunting thought that has dogged the heels of so many sales executives: "In spite of all this careful training these cubs may still go out and bungle their work as badly as though

they were mere schoolboys." And Oh well, because mere facts and statistics gleaned from training courses are only the raw material of salesmanship. are too many ramifications to the subject to make it possible for training course lasting anv a few weeks to cover the ground.

And I thought: "What a wonderful thing it would be if these chaps could now make themselves invisible and travel for two weeks or a month with a real master salesman. It might save them years of bungling. They would see deft, quick touches and tactics victorious because of their sheer simplicity. They would observe a sure directness of approach that nearly always distinguishes the veteran from the tyro."

Yes; young salesmen are sometimes sent out with veterans, but even the best veteran is not entirely natural when observed, while dealers rarely are. I would have my cubs go



in the magic cloaks of invisibility that we used to read about in the fairy-tale books of the Brothers Grimm.

Since that is impossible, what is the next best thing? An attempt is made here to set down some of the points in selling technique which are common among master salesmen but many of which are rare in the cub.

N the evolution of a salesman Lthese points are too often learned from long experience and wasted time. In the case of some of these factors it is hard for the cub to believe that tactics of just the reverse nature will not be more successful. It is not my purpose here to justify these points with long explanations — there is not space for that. I will simply put the points down with just a bit of amplification in the hope that the cub salesman who sees them will at least pick up a point here and there which may

be useful in his work.

1. Do not let anxishow. Every salesman has his anxious moments. They are inevitable in this competitive era in business. The cub often has too expressive a face. His anxiety shows too easily. It loses him sales. The veteran has at least learned to mask his face in cases like this. The cub cannot learn in a training course how to hide anxiety which he may feel. But he can at least make a determined resolution to conceal it. And practice will perfect him more quickly than he realizes.

2. Hide personal problems. Akin to the foregoing is the matter of other mental or

emotional states which the cub shows but the veteran hides. A friend of mine who is one of the most successful life insurance salesmen in New York says that his early record was a poor one. One day a kindly prospective policy-holder said to him, "Young mar, you seem to have some personal problem which is bothering you and which shows in your expression. To succeed in selling you will have to learn how to forget that problem completely between 9 and 5." From that day on the cub salesman determined to follow this advice. He declares that it was the turning point to success.

The cub is apt to show too much elation over orders and too much chagrin over orders lost. The veteran has learned that elation may make the dealer suspicious while chagrin will certainly brand the salesman as a poor loser.

Salesmanship is no vocation for the wooden-faced; but negative thoughts or emotions should be masked to the best of one's ability.

3. Handle dealers as fellow salesmen. The cub too often looks upon dealers as those who buy. The veteran has learned that it pays better to talk to dealers as fellow salesmen. The dealer is at least twice as much interested in selling as he is in buying. His real profits and fun come from selling—not buying.

4. Plan calls ahead. Slam-bang. hit-or-miss calls without thought beforehand are a sign of the cub salesman whether he be 26 or 62 years The veteran takes an hour or so at night or right after breakfast to think for at least a few minutes about each of his calls of the coming day. He sees the dealer in his mind's eye, formulates a goal for that call, thinks of special points which may come up.

5. Cut preliminaries. The best salesmen I have known were the ones who came quickly to the point. The cub too often thinks he must discuss weather, the world series, and in general go through quite a lot of preliminary talk before he begins to sell. But dealers are usually busy men; the better they are, the quicker they want to get down to brass tacks.

6. Promises don't count. The cub considers dealer's promises almost as good as signed orders. The veteran counts promises as mere conversation—he presses on until he gets a signed order.

7. Honey and vinegar. The cub often takes some time to learn that today, as in ages past, an ounce of honey catches more flies than a gallon of vinegar. He uses power, pep, forcefulness, and the other fancied TNT of salesmanship until he learns

that these high explosives antagonize more dealers than they win.

8. Report facts only. The wise cub will deny himself the pleasure of reporting his hopes, the dealer's kidding and the other joshing tactics by which the wise old retailer strings him along. The evolution of the cub salesman is marked by the gradual elimination of alibis from his reports. To cut them out from the very start is to make real orders come that much quicker.

9. Chary about "trial" orders. The cub in his eagerness is too ready to accept trial orders. He lets the dealer order little dabs of this and that where the veteran salesman would either keep right on selling until the order came in a size big enough to make the dealer really get behind the woods when they arrived.

[CONTINUED ON PAGE 56]

Getting 90 Per Cent Convention Attendance

By H. A. Haring

business associations everywhere face a common prob-Jlem: how to draw a full attendance. For nothing so chills discussion as the sight of a sparse gathering of organization members and auditors. In addition lack of representative attendance prevents absolutely the launching of constructive plans for trade improvement.

One association, The Colorado Transfer and Warehousemen's Association, has solved the attendance problem through the adoption of a simple plan. The plan was adopted in 1924, following a convention at which the small attendance threatened actual disruption to the association; but the results of the new scheme have been so effective and immediate that 90 per cent of the membership put in appearance at a recent convention. The plan, interesting to record, was recommended by a member who had seen the same scheme work successfully with his college fraternity, as applied to the national situation, in order to equalize the cost among colleges. Many a man will recall that the fraternity's annual convocation brought a flat assessment on the chapters, regardless of distance from the convention college, and then that "all expenses were paid" by the national treasury for the two regular delegates.

The Colorado plan is as simple. Upon selection of a convention city, the Secretary prepares a schedule of railroad fares from each city within the State where a member lives. Figuring on the basis of one representative from each member-firm, the total railroad fares are averaged; to this average is added a sum of \$2 to cover convention entertainment. Every member-firm is thereupon assessed this sum whether or not represented at the convention. Those member-firms whose fare is less than the average will pay to the treasurer the difference while the treasurer pays a "rebate" to such members as have a fare higher than the average. Settlement of differences is made at the convention, except for collection from non-attending members.

A striking feature of the equalizing plan is that "it costs a member as much to stay at home as it does to attend." If, further, a member drives to the convention city, his doing so makes no difference, for he still participates in the "collection"

or the "rebate" as outlined in the scheme.

Inasmuch as such a plan lays an obvious burden on members who reside in the centrally-located cities (Denver, Colorado Springs, Pueblo) where most memberships exist and where conventions tend to meet, the first procedure was to insure cooperation of the member-firms of these three cities.

The plan, according to the president of the Colorado association, "has had a very stimulating effect upon attendance, and it has made it possible for many small warehousemen distantly situated to attend our meetings." Of the financial feature, it was stated:

"We have had no particular difficulty in collecting the average fare assessment. There are always a few members on the delinquent list, but usually they are also delinquent in their dues and are eventually dropped from the roster. the treasury shows a nice little surplus of several hundred dollars which has accumulated since the plan went into effect. In time, this surplus can be used to lower the average fare for future conventions."

Will Engineers Make the Best Advertising Men?

By Lynn Ellis

R. HESS of the Wharton School made a statement at the N.I.A.A. convention in Cleveland. It was made more or less easually. I doubt if the significance of it struck home to many in that sweltering crowd. Yet to me it was the echo of another statement made well over ten years ago by an agency general manager.

Mr. Hess said he was putting marketing and advertising courses into the engineering division at the University of Pennsylvania. He said the engineer's training gave him a deep seated faith in fundamental principles. He was less apt to be swayed by pleas of expediency. Taught to express himself, given the underlying principles of advertising and selling, he promised to be the ideal advertiser and marketer of the future. I cannot repeat the doctor's exact words, but that was the drift.

Fifteen years ago a young man told me he was some day going to be general manager of a certain agency because he was the only man in it who really understood organization. Something over ten years ago, as general manager of that agency, he said to me, "There are exactly three men in this outfit who can start at the beginning and work out a really consecutive advertising plan. Oddly enough, all three are graduates of technical institutions."

Ten years ago this chap was drafted at a dollar a year and later given a commission as lieutenant-colonel, to help reorganize a national relief society and, later on, the help organize an international society of the same sort. That done, he became vice-president of one of New York's big banks. I think he has demonstrated something Dr. Hess has in mind.

Some people are inclined to believe that advertising can't be made a science—that it must remain an art. Fear is often expressed that too much science will cramp its style —that the essence of advertising is individualism. I wonder if they



realize the extent to which the socalled arts themselves have been reduced to cold-blooded calculation.

Take writing. Herbert N. Casson, fifteen years ago, stripped bare for me certain rules of writing. He gave me a certain cue which I found confirmed by all sorts of masters. When I follow the rules, I write well. Otherwise I don't, and I know it before anybody else says so.

Stanley Resor recently quoted Anatole France, who said the first draft of anything he wrote was much like that of anybody else. It was not until the sixth or seventh writing that it became like Anatole France.

PATIENT following of a precise system produces individuality. Masters of craft know it. Cubs who write by instinct don't. There's where faith in fundamental principle applies in the art of writing.

DeWolf Hopper, in a series of articles on the stage, contrasts Bernhardt and a stock company actress in the role of Madam X. Hopper found Bernhardt at the peak of her biggest emotional scene, nothing in view of the audience but three fingers of her right hand, the left hand waving gayly at the manager while she exclaimed, "Hello,

Eddie, isn't this a wonderful house!"

E met the stock actress at a dinner. She said she felt the part so vividly that she had fainted twice at rehearsals. Says Hopper to himself, "If that's so, my dear, you're going to flop." And she did. Feeling vs. fundamental principles again.

It was Stanford Briggs who first gave me the cold-blooded viewpoint on pietorial art. At the time I couldn't follow quite all the geometrical construction he was trying to relay to me from Frank Alvah Parsons. But the idea that good pictorial composition was not a matter of individual taste, rather a subject for deliberate calculation, gave me a new set of principles to run down, a new series of checks and controls to use, a new answer to the client who says, "Somehow it doesn't hit me."

Color balance. How many advertising men have heard the talk and seen the demonstration by the Gair man? Areas of color measured by the very planimeter engineers use. Segments on a disk representing the proportions of the different colors. The gray on the whirling disk that shows perfect balance, or the faint blush of color that shows too much of this or that. What chance has individual taste or instinct against that brutal test?

But to me the amazing thing about the Gair test is that the composite taste of audience after audience, ascertained by show of hands before the whirling test, is almost invariably on or near the dot.

Henry Turner Bailey, dean of the Cleveland School of Art, has sold the cash value of good design to industry after industry nearby—garment, jewelry, even low-priced pottery. Public taste does not have to be educated, he figures. It will always respond to the application of true principles—always swing back after chasing a passing fad.

Granted that the plodding engineer may be too much of a tortoise to get the most out of every fad and

[CONTINUED ON PAGE 66]







often you've experienced it. Crowded in, close row on row in one too much air. tense, living life as it is played on the stage or screen. Perfect circumstances – these—tor one of Nature's most unpleasant manifestations. Dampness creeping out in dark half moons under the arms. Worse... odor. But Nature never carches you off guard. You use your Odorono regularly three times a week! If you don't depend on Odorono, hadn't you better start today?

ourdowrs as well as in! Here, for example. The big match the big crowd pin points of blazing sunlight sifting through the canvas top... excitement. And the reaction... damp discomfort under the arms... stains...odor... how well you know it! So well, in fact, that, as for vourself, you take no chances. Like millions of men and women the world over, twice week you use your Odorono for checking excessive perspiration odor and moisture. Yours is an assurance that soap and water alone can never give—of constant after-the-bath freshness, of continuous daintiness.

... you know those evenings. Warm ... a live crowd ... music ... one must dance a little ... proximity. Perfect, these circumstances, for one of Nature's major unpleasantenesses. Moisture under the arms ... stains ... undainty odor Comforting, then, is your security Your precaution, the same that millions of men and women the world over regularly take, can not fail you even here. Twice a week you use your Odorono for checking excessive perspiration. And your assurance is complete—as soap and water could never make it—of constant after-the-bath freshness, of continuous dantiness.

WALLACE MORGAN has produced for Odorono a series of illustrations that are unique in their attention-getting value. These advertisements, however, embody none of the acknowledged "interest" devices. No glaring type stands out on the pages: the product is not pictured, neither is color applied. Instead, the half pages reproduced above are studies in soft gray vibrating with life. Mass—bodies—erowds in motion—tell the story

The Bogey of Brevity

By Bertram R. Brooker

JEAN COCTEAU, that young Parisian prodigy who writes and draws with equal directness, in the foreword of his "Call To Order" says:

"Simplicity must not be taken to be the synonym of 'poverty,' or to mean a retrogression. Simplicity progresses in the same way as refinement . . . the simplicity due to a reaction from refinement benefits from that very refinement—it detaches and condenses the richness acquired."

As so often happens with an observation derived from a source outside of advertising, these remarks on simplicity have more bearing on advertising than anything I have lately seen uttered within the fraternity.

Most pompous copy is written because somebody connected with the campaign mistakes simplicity for poverty of expression.

True simplicity is not achieved by applying a blue pencil to a welter of involved terminology masquerading as thought. It is not a "retrogression," as Cocteau says, from richness to poverty of expression; rather it is a richer and more refined form of expression; a progression from muddle toward order; a positive—not a negative—quality in writing.

It is the student or beginner whose mentality is muddled by the seeming jangle of isolated facts; it is the master who sees through the apparent muddle to the principle behind it; as Newton, by a progression toward clarity, sensed the law of gravitation behind the multitudinous phenomena of falling.

Not from the poverty of the average mind, but from the crystal clear vision of the poet, arise such simple statements of infinite unity as this, compacted in four brief lines in William Blake's "Auguries of Innocence":

To see a world in a grain of sand, And a heaven in a wild flower, Hold infinity in the palm of your hand And eternity in an hour.

This is indeed brief, but it is much more than brief; it contains in highly crystallized form almost all that can be gained from all the pretentious tomes of scores of metaphysicians. This Bogey of Brevity which lurks at the shoulder of so many copy men, whispering eternally "Be Brief! Be Brief!" is easily satisfied by slashings of the blue pencil, by the omission of adjectives, by the substituting of rows of dots or asterisks for natural connectives. He can be banished by the simple and negative process of cutting down.

But the Muse of Simplicity demands much more. Her insistence is ever upon positive qualities in writing, calling for the laborious exercise of that infinite capacity for taking pains which is said to constitute genius.

THE advertising man is apt to overlook or mistake her urgings, for his whole trend of thought is sharpened toward impression. He must make an impression on his audience, and the whole lingo of advertising, surrounding him and saturating his consciousness, suggests to him that impressions are made by "driving" facts home, by "hitting" prospects in the eye, by "knocking them dead."

Actually, of course, advertising should not differ from those forms of art which it combines for commercial ends, and whose aim, ever and always, is *expression*.

Obviously things cannot be made clear and plain through the medium of an ornate vocabulary or an involved syntax.

There are a few writers—and Henry James was perhaps the most notable of them—who can with some justification plead legitimate excuse for an ornate and involved style, on the ground that their whole aim is to convey subtleties—chiefly of feeling—that it has never been the business of language previously to transmit.

Yet even this excuse fails, inasmuch as Katharine Mansfield and Virginia Woolf, to name only two of the more modern fictionists whose subtleties of emotional reaction parallel the Jamesian experiments, have greatly simplified both the vocabulary and the style of psychological fiction without in any degree lessening, but rather sharpening the effect aimed at.

Simplicity of expression, of course.

is more difficult for us than for our forebears; first, because life today is more complicated; and second, because it is more public—which means that we are all more concerned to make a good impression on the continually growing number of people with whom we come in contact. We "show off" more.

Consider for a moment the complete simplicity of this extract from Dorothy Wordsworth's "Journal at Grasmere." Dorothy, the sister of the poet, was not concerned with impressing anybody. That was her brother's business. But in her daily journal she did try to express—to make plain and memorable—the things that happened day by day:

I walked with William on our own path. We were driven away by the horses that go on the commons; then we went to look at Rydale; walked a little in the fir grove; went again to the top of the hill, and came home. A mild and sweet night. William stayed behind me. I threw him the cloak out of the window. The moon overeast. Ile sat a few minutes in the orchard; came in sleepy, and hurried to bed. I carried him his bread and butter.

Simplicity is the end-result of a definite progression toward pure picturization. That is the aim of expression: To reproduce the object or sensation that has been experienced so that others may recognize it and experience it also.

THIS does not mean, of course, that the ultimate in expression is the art of line and color, and that advertising inevitably progresses away from copy toward artwork. Just as there are aspects of experience which cannot be reproduced in words, so there are aspects which the painting fails completely to express. Is there any combination of line and color which can as quickly and poignantly convey the emotion that shines through the word love?

To advertising men who find their finished copy "sicklied o'er with the pale cast of thought," this final injunction may be helpful: See into things further, feel into things more, and think less! Devotion to this principle would mean less copy of which one might say, with Millon, that it is "marble with too much conceiving."

Why All the Sadness About **Duplicate Circulation?**

By Kenneth M. Goode

SLID last week into the mahogany elegance of the office of a big Detroiter. (All big Detroiters are advertising men, just as all big Pittsburghers are millionaires.) He was up to his ears in figures. A quartette of blond secretaries, accompanied by a solemn young man on the adding machine, was filling the air with close statistics.

"Estimating profits for 1928?" I suggested.

"Hell, no," he replied in pure Detroitese, "I'm figuring out my losses through duplicate circulation. Two independent investigations, backed up by one of my own, show an average of three-and-onehalf magazines to the home and—"

"Don't be an ass!" I answered in his native tongue. "Come to the Club and get something to settle your brain."

Walking down Woodward Avenue, he continued excitedly that not only were there these 316 duplicate magazines in each home but that the circulation of the best newspapers, theatre programs and, of course, expensive circulars, all

"duplicated" into these very same homes. "It's appalling," he almost sobbed, "when I consider—"

"That's the trouble," I answered, "You don't."

"Don't what?" he snapped.

"Don't consider! If you did, you'd forget duplicate circulation and save your strength for something important."

If you really did stop to consider you would see that every circulation proposition has two distinct sides:

1.—Seller's Gross — A. B. C. physical circulation delivered fully and honestly.

As fixed and safe a buy as the highest class bond.

2.—BUYER'S NET—or the advertis-



R. GOODE in the present article takes issue with the somewhat general practice of considering duplication of coverage as a loss. He asks, "Is there really any difference between advertising repeatedly in the same publication and attempting to reach the same people with the same advertising through another magazine?"

> er's try-and-get-it share of the above. Varying and unknown.

That is why advertising always needs two entirely separate sets of calculations. Newspapers, magazines, billboards, circulars do their whole duty when they deliver to the public the number of copies an advertiser has paid for. They can't deliver to that advertiser an equal number of the public. Or anything remotely near it. To paraphrase the old proverb, sellers of circulation can carry water to the horse, but they can't make him drink.

That is up to the advertiser.

Theoretically, duplicate circulation is a matter of advertisements distributed. Practically, it is a advertisements ofAny man who hasn't seen your advertisement can never be "duplicate circulation" for you, no matter if he buys a hundred different magazines containing your advertisement,

For advertisements are like bullets in a battle. Only those that hit count. All others fly unnoticed. Mere repetition will no more polish a prospect into a purchaser than a hail of passing bullets will gradually kill a soldier. To be affected at all, each individual must some time or other definitely notice one of your advertisements. Unless that advertisement sells him, then and there, you have lost your best chance. To continue to hammer that individual with the same advertisement, or even one which resembles it, is like trying to teach fish to bite bait they won't touch.

Risking a bad pun to drive the point home—it's the mind that must be mined. Minds make the market—not pocketbooks, not circulation, not locality. Attract a man's real interest and he will buy far beyond the average of his circulation-of his locality-or

of his pocketbook. On the other hand, the richest dowager in the classiest circulation in the finest neighborhood counts a low zero if she won't read your advertisement. Divisions of wealth that work out smartly on red, blue and yellow maps function more slowly in greenbacks. Unlimited ability to purchase—statistically -doesn't necessarily represent quick sales. That comes in human tides. Flesh and nude stockings, for example, have been worn for so long that we get a delightful shock from legs in modest black. Every woman outside the poorhouse has money enough to buy herself a pair of black stockings the minute stores open to-

[CONTINUED ON PAGE 71]

THE · EDITORIAL · PAGE

Easy Money and High Hat Advertising

N financial circles it is pretty generally admitted that In maneral circles it is pretty generally when business men will find it possible to get money very cheaply

as well as very easily.

It is to be hoped that this will not result in "easy advertising" such as was done during the war period. when men spent money lavishly in all sorts of ways rather than pay it out in taxes. During that period there was a deal of very careless, splurgy advertising that was inexcusably wasteful. And the result of the orgy was to sour a good many business men on advertising. They had "tried" it—and on a grand scale and it was not nearly as effective as they had hoped it would be.

Advertising done on a "grand scale" seldom is effective in proportion to the scale, for it is very apt to be high hat advertising rather than the overall brand that

works and produces sales.

In the coming period of "easy money," it behooves every man who has the spending of a dollar in advertising to spend it as carefully as if the president of his company had been obliged to raise the money on his personal note and it simply had to produce sales or the whole business would go under. The day for high-hat advertising is past.

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Business Paper Appropriations

PUBLISHER correspondent writes us: "I wish something could be done to influence manufacturers to buy advertising space like they buy everything else—

"If a jobber buys a thousand barrels of your flour he does not phone or write the General Flour Company in the same breath and say: 'Well, I bought some Hercules flour. You can enter my order for a similar amount, because I want to treat both concerns absolutely alike.' But when it comes to business paper space—well, 'that's different.' Time and again we have spent several years and a good deal of money selling an account first on the idea of advertising, then on our papers, only to have the man who signs the check say, Well, if we go into your paper we will have to go into all of the others, so we will divide it up among all of you.'

"In our opinion there is nothing that retards the progress of efficient business paper advertising so much as this attitude. Advertising managers are expected to judiciously invest the money allotted them, but the boss comes along and says: Well, Blank is a good fellow, and I think you ought to give him some space. Blankson has always treated you pretty well, and I think he ought to get some space, and you know that Blankenship is supporting our association and he ought to get something."

"This practice has kept and is keeping papers alive in many fields that have no real excuse for existing. Their solicitations are on the basis that 'we ought to get a share of your business, we ought to be supported, etc. company has one competitor who tells me, nearly every time we meet: 'Well, I certainly hand it to you fellows. You go out and dig up business that we never knew existed, and we get a share of it."

There is considerable truth in this publisher's con-The only cure is for advertisers to stiffen their resistance to the solicitations of spineless publications which attach themselves onto industries, leechlike, and contribute nothing but regularity of apnearance.

@**>**@

Truth in Wall Street Advertising

N a recent issue the Wall Street Journal courageously points out that Wall Street advertisers need to look to the language of their advertising.

It says:

An offering of new bonds in any quantity is followed by the announcement, on the day of issue, that "the bonds have been sold and the subscription books closed. infrequently this is emphasized by the statement that the issue has been "heavily oversubscribed." If this meant that the bonds had been taken directly by the investor of moderate means, the announcement would be gratifying. When it only means that the dealers have taken up their portions of the issue, the outsider is warranted in asking if plain English means one thing in Wall Street and another elsewhere. Some issues which weeks ago were announced as having been all sold are now quoted several points below the offering price. The inexpert investor naturally asks what an "all sold" announcement really means. To him it means nothing, or even worse than noth-

Some day, continues this publication, a strong house may withhold its "all sold" announcement until it represents the facts as the public sees them. If some rival house chuckles over the delay in the conventional announcement, it may even be lured on to selling some of the bonds short at the issue price. One experience of covering such a sale at a loss would do a great deal of good and would establish an

admirable new precedent.

This use of phrases that mean one thing in the minds of the sophisticated and another in the public mind is not confined to Wall Street. Most trades have their terms that mean one thing to the trade and another to the uninitiated.

We need more of the "name the wood" type of housecleaning in advertising.

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Broken Case Lots and Package Practice

T seems impossible for some advertisers to sense that T seems impossible for some acreative and apparently hand-to-mouth buying is a reality, and apparently a permanent one. Some still tilt against it quixotically.

But in most cases the error is of a different kind. The manufacturer persists in putting his goods up in 100-package or fifty-package cases, when he would do very much better to recognize the new distribution situation and pack his goods in twenty-five or thirty-sixpackage cases.

That this is no mere theory is proved by the petition of the wholesale grocers to the Sun-Maid raisin growers to stop the fifty-package case plan. Grocers have been buying in broken case lots, and buying, on this basis, twenty-four or less packages; whereas, the wholesalers believe they would gladly buy whole cases of

thirty-six if they were made up that way.

It would seem that such an advertiser is penalizing himself. Retailers of today regard fifty of anything as a lot of goods to stock. There is no use getting heated up or sarcastic about this. The sound thing to do is to provide a case quantity that fits the field and will encourage adequate buying, but not what dealers today regard as unsafe buying.

Who Is John E. Powers?

By Gridley Adams

FTER reading Mr. Calkins' interesting "Scenario," in a recent number of Advertising & Selling, in which appeared "... John E. Powers . . . ," I heard an advertising man ask, "Who is John E. Powers?" He was somewhat surprised to learn that Mr. Powers was a most outstanding figure in the advertising world about twenty-five years or so ago, and although it is some time since he passed on, his impress upon merchandising and advertising will be felt for many years

I was fortunate in having for my father a man who was a college classmate of John E. Powers, for Mr. Powers took an unusual interest in his classmate's son, and his office was always open to me whenever I called. Mr. Powers would spend hours reading to me his prospectuses, and analyzing them. It so happened that I had a business card which met his approval, and he took a whole afternoon showing to me the various business cards he had designed—and "designed" is the correct word, for every line, every variation of size and style of type, carried its particular meaning.

Mr. Powers had about completed a contract for the sale of some sev-



We have passed the age of paint, because we have learned to appreciate the beauty of natural woods-because we have learned that nature is a finer artist than man.

No canvas can equal a sunset, or a bunch of orchids, or the curl and plunge of a great breaker, or that unconscious glory in the surprised smile of a child.

Into the grain of fine woods nature has woven all her wondrous charms of color, and more delicacies of pattern than were ever dreamed by lace-makers.

We paint only soft and coarse woods, now, to hide their defects. We varnish fine woods, to REVEAL and PRESERVE their beauties. FINE varnish does both. Ordinary varnish does neither.

> Murphy Varnish Co. FRANKLIN MURPHY, President

Head Office Newark, N J
Other Offices Boston, Cleveland, St Louis, and Chicago.
Factories Newark and Chicago.



THE above photograph shows I John E. Powers, outstanding figure in the advertising world of another day. Below are reproduced two pieces of his copy, one for himself and the other for one of his leading accounts. Both appeared in Century Magazine, 1896

eral square miles of land in Virginia to an English syndicate just previous to the election of President Cleve-Cleveland's election spelled disaster, so the English group felt, and the deal was never consummated. But the particular prospectus he had prepared was considered by Mr. Powers to be his masterpiece, and he used it as an example of what a real merchandising survey should be.

THAT Virginia land possessed some valuable clay beds, and he had figured out the exact cost and the profit possible in making bricks and shipping them to Philadelphia, for the character of the clay was such as Philadelphia preferred. Within the confines of that property were two never-failing springs. He figured what it would cost to bottle that water and deliver it to New York City, one bottle to but one house in a block. He did not analyze that water, as most waters are analyzed. Instead, if my memory serves me correctly, he said: "We have not analyzed this water. Upon the property are two small towns, the inhabitants of which get their drinking water from these same sources. The death rate of these two towns is the lowest in the entire United States. Do we need to analyze this water?" Could any argument be more obviously conclusive?

R. POWERS was, without question, the first exponent of "Truth in Advertising." He used to warn me against handling any proposition which did not measure 100 per cent; not, as he said, "because it is easier, but because unless you know that every word you say is the absolute truth, the false note will be intuitively felt by the average reader. You cannot take even one chance. The public will not be fooled."

At the time Mr. Powers was advertising manager for Mr. Wanamaker the man who owned the shoe department sent in information regarding the quality of some shoes that were to be advertised and which Mr. Powers later learned was not the truth. For one full year after that no shoes were advertised in the Wanamaker column as a penalty for that shoe department manager's misstatement. Mr. Wanamaker claimed that as he had not made the statement his advertising should not be

BUSINESS HELPERS 10

John E Powers 54 Wall street New York John O Powers Mills Building San Francisco

Writers and Helpers in Business

The best of businesses suffer for want of good judgment and skill in advertisements circulars forms and methods. The way to remedy these defects is to get a fresh mind on your difficultieswhich perhaps you do not see at all, being used to them.

Put it another way. The wisest of men - yes, even the most successful of men - fail in a measure, because they do not see the effects of these common mistakes. A man never knows the effect of doing well what he does ill. This is reason enough for getting help if he can; and he can.

Still another way; for it is as important as hard to see. We think 90% of the money spent in getting and keeping trade is misspent; we mean by honorable and successful men, we do not mean by the follies and frauds of the common run. We think nine-tenths of the money spent for trade by the best nine-tenths of business men is lost; so little do men understand one another,

You see it in others; others see it in you. It exists; there is

And a little such loss is enough to pay for stopping it all

BRUCE BARTON

ROY 8, DURSTINE $B_{\bullet}D$ ALEX F. OSPORS



BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, jr. R. P. Bagg W. R. Baker, ir. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronvn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant Gilson Gray E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul J. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley 1. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street



Buffalo: 220 Delaware Avenue

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

When Does a Caption Outlive Its Usefulness?

Good Old Bromides That Do the Business

By Ray Giles

The Advertising Service Department of one of the largest magazines. Characters: The head of the department and one of his cub assistants. Action: The cub assistant brings to his chief a text for a "house" advertisement designed to get subscription agents for the magazine.

The cub has been thinking the matter over for a day. He has come to the conclusion that advertisements of this type are too much alike. They are entirely too obvious. For one thing, the headings are so hackneyed! The texts always run along in the same old way. Always there is a picture of H. Oscar Llys of Arkansas or Wendell P. Whoops of lowa who made \$964.50 the first hour, or week, or month, or how much spare time have you?

So our young hero sees a great chance to carve out a new niche for himself as the writer of "agents wanted" advertisements. He has chucked traditions to the police hounds and precedents into the slosh box. Expectantly he hands to his chief a nice raw chunk of copy. The chief looks at it. He reads it politely enough. Then with a patient smile he asks, "What is your idea in using this heading 'As evening falls'?"

"Why," says the cub, "doesn't the copy explain it? Evening is the time when we get recreation. Theaters. parties and many other forms of recreation cost money. The man or woman who hasn't spare cash must limit his forms of recreation to those that don't cost money. That's where we come in. We show them how to make money during their spare hours. 'As evening falls' they can go out and make money getting 'subs' for our magazine. 'As evening falls' at another time they can go out and buy recreation with the money they have earned through working for us."

The chief looks unconvinced. He

asks, "Did you also consider the use of some direct heading that had the words 'you' and 'money' in it?"

"I did," admits the cub, "but that type of heading seems worked to death"

"Well," says the chief, "maybe it is, but no one who needs money can avoid reading a heading like this": And he wrote down

Do You Want to Make More Money?

That was one of the cub's earliest and best lessons in writing headlines. I am sure of it because the cub in my story was I.

The sales promotion manager for one of the biggest companies in its line was talking. He said, "We don't try very hard for innovations in our line. We let the other fellow do that. The younger and less experienced he is, the more he tries for them. We are content to go on doing the biggest business in our line by sticking to the staples."

This principle is true in the theater, the movies, in books, and in advertising. There is the "sure-fire" plot, the "sure-laugh" joke, the "sure-hit" situation. It would be vastly more fun to be turning out novelties and trying experiments. But commercial results are the target and we have got to hit it squarely on the bull's-eye. Hence the need to think twice before using trick headlines where the trite one will get the business, hackneyed though it may be.

Typical of one much-used class of headline is this:

"To June Brides—"

Certainly that headline has been worked to death. It has as little novelty about it as a piece of buttered bread. But to get a reading from June brides or October brides,

for that matter, how are you going to beat it? Ask me another! My private opinion is that almost any woman between 18 and 40 will at least read a few words of the text below that hackneyed heading, and no doubt lots of young men will read it, too. This heading is effective because it speaks straight out to a definite group of customers. It is what may be called a "selective" headline—like

YOUR DOG

If you own a dog, the chances are that this headline will stop you, although it has been used many, many times. For catching dog-owners it beats many a startling original headline that might be suggested. Then there is another headline—

Are You Going To Europe This Summer?

If you are, you have to be very sleepy indeed to resist sampling the copy below it. It is very definitely a selective caption. Other examples of selective headlines are: "If you are planning to build—," "Sales Manager Wanted," "Advice to Young Wives."

All of these headlines have been used over and over again, but for the most part they are so hard to beat as selectors of desired groups that they still pull more readers than headlines which have perhaps a great deal more originality in their wording.

Another grand old type of hackneyed headline which is still unbeatable at getting a reading from the right type of prospective customer is what I may call the Problem Solver. For instance—

END DANDRUFF!

You have seen that one before. You will see it again. But if you have dandruff you will go right on read-



To TREASURERS Only

thousands. There are lots of other reasons, which any smart agency man can give you. We'll stop with one.

2-The New York market

Your firm ought to be doing business in New York if it isn't, and more business if it is; unless, of course, your customers are all farmers. There are more customers here than anywhere else in the world, customers for everything. (For all we know there may be more farmers here, too.) There are more customers per square mile, per store, per hour of daylight-because there are more people. Six million in New York City, exclusive of the three and a half million in its suburbs; 6,000,000 people in 299.9 square miles; over 20,000 per square mile, which is some people.

There are more kinds of people here, too, including Treasurers. They have more money than people elsewhere.

And they're not bad people to do business with, either, if they like your firm and your goods. They spend—freely. Only last month 80,000 of them bought fourteen minutes of excitement for \$1,800,000 from the Dempsey, Sharkey & Rickard Co., and some of them don't care much for the firm at that.

Furthermore, more of them have a certain habit in common than any other group of people in the world. You can sell them through this habit of theirs. It is reading a certain newspaper—which brings us to:

3—the certain medium

This medium is a newspaper. More people read it every day and Sunday

than read any other newspaper in these United States. It has the largest circulation in America, which is! July 1927 average) 1,177,817 copies—and two hundred thousand more on Sunday. Of this figure quoted, 947,356 copies are distributed inside New York City, going to about 70% of all the families in New York City. And 155,425 copies go into the suburbs.

Circulation is the vehicle of advertising. This paper is by far the largest and most comprehensive vehicle you have in New York City.

It costs more to buy advertising in this medium than in any other New York newspaper. The rate is \$1.60 per agate line daily. An agate line may not mean much to you; it is merely the sales-unit of advertising space. But, as we said before, this medium is the cheapest in its field. To reach as many people in as many copies of papers, you will have to buy three other papers; and the combined agate line rate of these three is \$2.95 per agate line.

If you buy all the other morning papers, you get only 31% more circulation at 103% greater cost. If you buy all the evening papers, you will get only 52% more circulation at 150% increased cost.

And in no other newspaper, whatever its circulation, will you get the visibility, the attention value, that your advertising gets on the small News page in a convenient, readable paper.

THE NEWS is a comparatively new advertising instrument or apphance, doing more work more effectively and more cheaply. All other reasons aside, that's why you should buy it. When this question comes up in your firm, may we have your vote? Thank you.

YOU TREASURERS, rightly or wrongly, have a reputation as tough customers. Because your job is holding on to some of the receipts, you have a habit of saving "No" on expenses. You want to save money always, even when you spend it—save it by the way you spend.

That's why we want to talk to you. We need your vote. Our proposition calls for spending money—to save money. The thing we are selling is the highest priced commodity in its field—but the cheapest.

What we want you to buy is this:

1—Advertising

2-in the New York market

3—in a certain medium.

AT the risk of boring you with what you already know, we take up these items in order.

1—Advertising

Your firm needs it. Every firm needs it today—to help the sales department catch up with the production departments. The engineers and plant men seem to be always ahead of the sales manager, always able to turn out more stuff than the sales department can sell. But then they work with materials mostly, where the sales manager has to work with people. And people are funny—just as hard to sell individually as you are, and often a dam sight less interested.

You know as well as we do that there is no percentage in adding more salesmen and opening up new territories if the new men don't sell any more goods or any more cheaply than the old ones. Freight and overhead go up with such sales increases, and dividends go down.

You need advertising—to sell people by millions so they'll buy in

THE INEWS
New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK ing it until either your hair or your dandruff is gone forever. It has the same perennial charm as "Do you want to make more money." It promises to solve a problem? It is as intriguing as the hole in a Life-Saver—or—

A New Way to Banish Corns

There's a heading for you—a real old grand-daddy. But how are you going to beat it if you want to sell a corn-killer? All the originality in the world cannot compete with that same old arrow that still flies so straight to the same old mark. If your product really does solve some one of the problems which beset a large percentage of us poor humans, shoot straight to the mark. Never mind how hackneyed the headline may be.

As you study these Problem Solvers you will find that many of them relate to problems of health. But there are other problems that are still being approached through obvious and hackneyed headlines which have, however, lost none of their charm. The headline below will serve as an example.

"Mow you Can Afford a-"

There are so many things we want which we cannot afford. When once a manufacturer is able to offer a thousand-dollar steam yacht or to bring other luxuries within our reach he can get our attention instanter by breaking the glad tidings through bromides. Why smother the good news with the fried onions and mushroom sauce of too much originality?

As I write this, I realize that my good old hackneyed headings are all more or less related. For example, I suggest as the next group to be awarded Bok medals for distinguished service, that group of captions which are Bait to Universal Desires. It may be objected that "Do you want to make more money?" falls in this classification, quite as well as functioning as a Group Selector or a Problem Solver. That, I think, merely goes to show what a wonderful old headline it is! defies classification. It speaks to everyone. It beckons to all of us. But there are hackneyed old headlines which are Bait to Universal Desires, but do not fall within the other classifications which I have suggested.

OWN YOUR OWN HOME

The need for shelter is primary. The desire to own one's own home is therefore universal. You may tickle your fancy by using some more clever and more indirect approach to an advertisement that has to do with home ownership, but the good old bromide displayed above may far outpull it in spite of the fact that it has probably been used ever since men, women and children gathered in caves. It appeals direct to the primary need for shelter.

Another often-used headline is this—

Do You Want White Teeth?

Of course! We all want to be attractive. If you are advertising tooth-paste you may tinker around with more dramatic health appeals. You may play upon the fear of the dentist's drill.

One well-known tooth paste hasn't recovered yet from such a dose of scare advertising that the public evidently shied entirely away from it. But nice, white teeth will never go unwanted.

FREE!

Think how many times that simple word has been used—one of the most-worked captions in all Adland! But it still gets attention because it appeals to the desire to get something for nothing.

Here is another doddering old athlete that has a great appeal—

You Can Make One Too!

Its strength comes from its direct appeal to the instinct of construction that most of us have to some degree at least. And how about this—

Do You Fish?

Maybe not. But the hunting instinct is a part of most humans. So we might go on, putting down many more of these hackneyed old headings which are still strong because they remain Bait to Universal Desires. Perhaps the best of this group is that promise so often made—

NO MORE DRUDGERY!

When this state is achieved by all of us, what bliss! We realize that the promise is entirely too good to be true, but we read just the same for we all want to escape work and get back into the Garden of Eden where food, light, heat and shelter are free for all.

Some years ago I worked on the advertising for a manufacturer who was in a desperate position. Like many others who start their own business with a new type of product, he miscalculated when he estimated how long it would be before the public took hold of his product. So things soon came to the point where it seemed as though every advertisement might be the last. In six out of about twenty advertisements run during five months I used the heading—

Announcement!

If there is any one other word (except "Free!") which will get more reading than that one, I haven't yet met it. This word I am going to class as a Bromide News Heading. Of course, news items never carry the word "announcement" as a main heading, but the word promises news or information just the same.

Well, the experienced advertising man has several other words that promise news. Most of them have labored harder than Hercules, but they still hit the public right where it lives. They include—

At Last!

Another is "An Amazing Invention that Revolutionizes ——" (washing, cooking, shaving, or whatever it may be). Then there are the bromidic headings that start out with "Now!" or "New." Then comes "Here at last!"

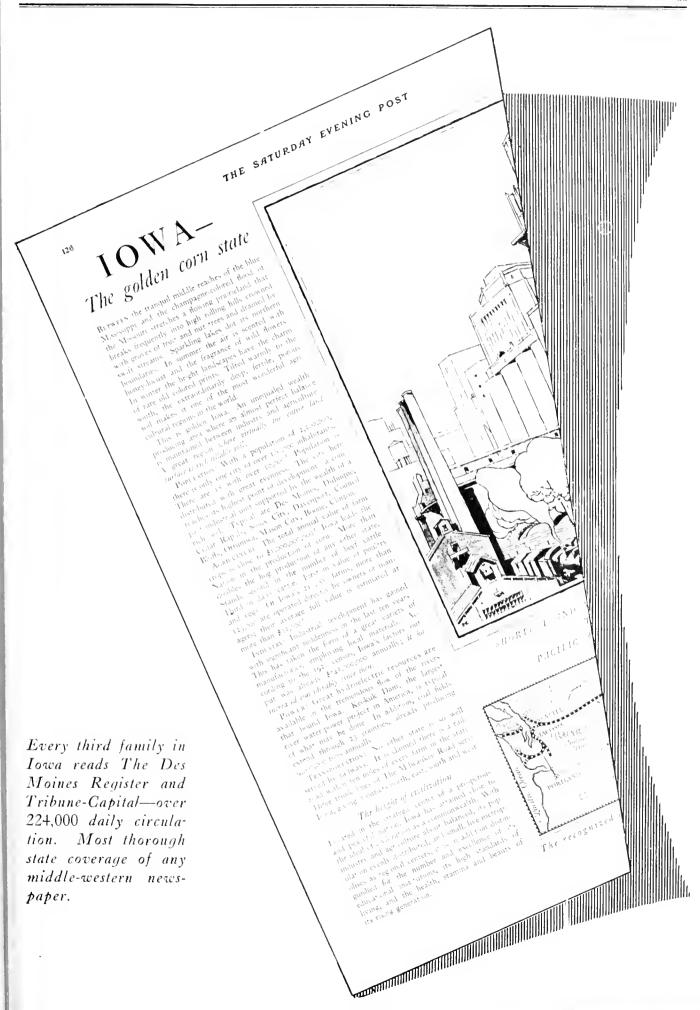
The News Bromides appeal to us because News appeals to us and a News appeal might almost be called the life of advertising.

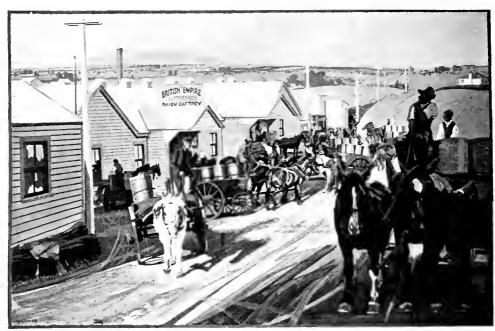
* * *

This is no plea for hackneyed headings regardless of quality. Those boastful, merely trite headings such as "296 years of Quality," or "Such Goodness," or "We lead the world in Button-Making," or "Smith Supremacy" are as bad today as they were in 1889.

Having always been weak, no amount of repetition can ever make them strong. Our grand old bromides, on the other hand, were born strong and no amount of repetition seems able to weaken them.

They are strong because they touch with firm fingers the sensitive springs of human action. They are strong because any advertisement is no more than a collection of words in cold storage until it gets itself read. These whiskered old workers are still "champs" at getting reading!





British Empire Poster by F. C. Herrick

Advertising and Distribution Problems of Australia

By W. B. Edwards

USTRALIA is a primary-producing country. We are the largest wool-producers in the world, contributing 25 per cent of the world's wool production, and we rank very high as an exporter of wheat. All our exportable surpluses must come from the land, for though we have many industries catering to the requirements of our 6,000,000 people, it is not difficult to see the obstacles that stand in the way of Australian manufacturers launching their wares on the world's markets with any degree of confidence that prices can meet world competition on a par basis.

The solution of our economic problems rests mainly on our ability to increase our population sufficiently properly to exploit the potential wealth of our soils, both dry and wet, temperate and tropical. It is basically an advertising problem -the courageous spending in the likely markets of the world (including our own domestic market) an advertising appropriation of dimensions great enough to withstand any imputation of niggardliness. Tied up with it, essentially of it, is the problem of more effective production of all sorts, and at lowered costs, through higher priced (and more efficient) production media.

For an American to appreciate the problems of production, and of advertising and selling too, that confront the Australian manufacturer or manufacturer's agent, he must keep in mind the fact that in area the United States and Australia do not differ materially. The advantage is with the United States by, say, the area of the State of Nebraska. We start, then, with the same "geography." We are both living in countries of great distances. But jettison the facts temporarily, and let the American draw on his imagination to the extent of picturing the United States, in this era of commercial and industrial progress, with a population of but 6,000,000, and that population distributed something like this:

 Portland (Maine)
 300,000

 Norfolk (Virginia)
 1,000,000

 Jacksonville (Florida)
 1,100,000

 Miami (Florida)
 60,000

 New Orleans (Louisiana)
 350,000

 San Francisco (California)
 200,000

with the remainder, to make up the 6,000,000, occupying proportionately the immediate hinterland of the centers named. Then he can, per-

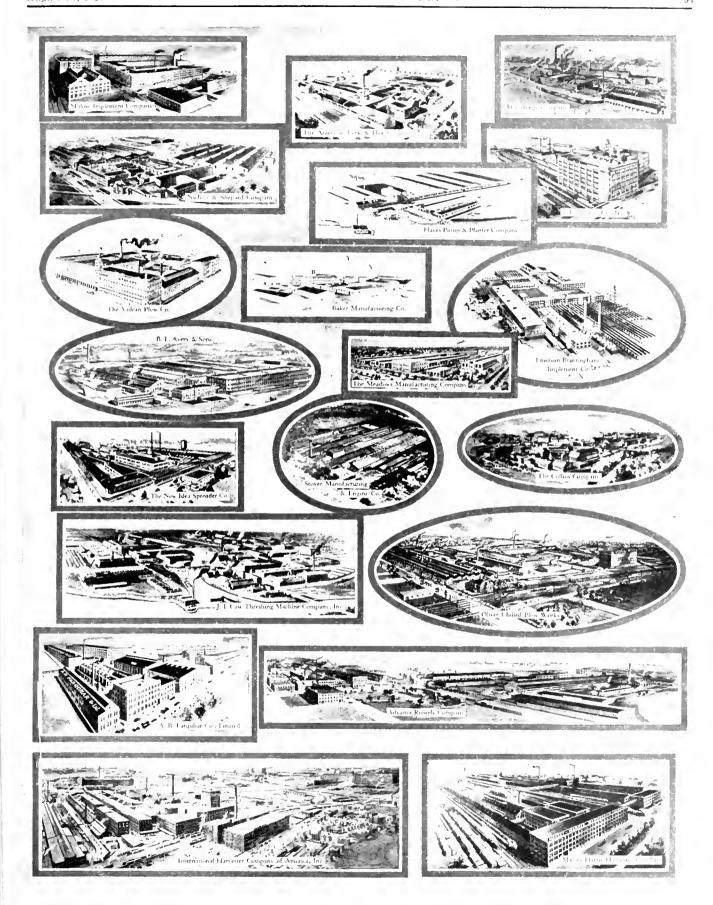
haps, envisage many of our economic problems and difficulties.

I am endeavoring to make the distances between the American cities named conform to the distances between our points of concentration of population; thus Portland becomes Brisbane (Queensland), Norfolk corresponds to Sydney (New South Wales), Jacksonville to Melbourne (Victoria), Miami to Hobart (Tasmania), New Orleans to Adelaide (South Australia) and San Francisco to Perth (West Australia). This must be accepted as an illustration of distance only, and not an analogue of characteristics, for Brisbane, as an example, is subtropical, while Portland, to a native of Brisbane, would be sub-arctic,

It will be seen that about 50 per cent of our population is to be found in the capital cities; that we have six more or less isolated buying groups of differing sizes; that each group represents the state's point of contact with neighboring states, and with the outside world, and also that the capital is not only the seat of government, but is, as well, the dominating influence in the state.

Tasmania and Queensland show the best balance between city and

[CONTINUED ON PAGE 70]



Here are a few of the important manufacturers of agricultural implements and machinery subscribing to The Iron Age. They find it a valuable business aid, as do the companies in all the other branches of the metal-working industries, even though, unlike most of the other groups, their market is in an entirely different field.

Why I Failed

This Man Failed in Less Than a Year. Is He Justified in Shouldering at Least Part of the Blame Upon the National Advertiser?

By a Retail Druggist

NE fine day a few weeks ago the sheriff posted a notice on the front door of my drug store. This marked the end of my career as a proprietor.

At the risk of being called a quitter and a poor loser, I say that I attribute no small part of the cause of my failure to the advice and recommendations of salesmen from whom, it seemed to me, I had every right to expect wise and experienced counsel, at least with regard to the lines they sold. I am speaking not of the fly-by-night canvasser who peddles questionable merchandise from store to store at so-called bargain prices. I refer to the supposedly well trained and well informed representatives of the best known houses in the United States.

These salesmen may have thought they were smart, selling me as they did, but where are they now? I have lost everything, but so have they, as far as my business is concerned. Their companies have had to write off a loss on my uncollectible account. They have lost all prospect of future business from the store with which they once did a prosperous and growing business. And then, most ironical of all, some of the very merchandise they sold me will plague them for weeks to come because at the sheriff's sale it passed into the hands of gyps who will sell it to other merchants at demoralizing prices.

Why do I blame these salesmen for part of my troubles? To answer that question at all convincingly I'll have to run over briefly a little of the early history of my career in business for myself.

In November, 1925, I succeed to the ownership of a drug store which had been in successful operation for over 40 years. Just a little more than a year later I stepped out of the wreckage of this once fine business with absolutely nothing left but the well worn clothes on my back.

My adventure in running a store of my own was literally forced on me. For a number of years I had been first assistant to the man who had founded the business in 1885. During the later years of his life his health was poor and he was not in the store more than an hour or two a day. To all intents and purposes I ran the store during these years. Then one day his weak heart failed him entirely.

A drug store as a going concern can have a high value. At a forced sale, its physical assets often won't even bring junk prices. Consequently the heirs were particularly anxious that the store be kept going, if possible, along the lines which had proved so successful in the past. What was more natural than for me to be asked to take charge of the store, especially as its management had been practically in my hands for some years before. The store was offered to me at a very fair price and on terms so liberal that, as far as one could anticipate, the entire purchase price could be paid from earnings within a few years.

THERE aren't many retail druggists who have had such a favorable environment in which to launch a business of their own. Yet I failed, and I ho'd accountable, at least in part, the salesmen who called on me.

Here's one example. With an infectious smile and a handshake that would warm the heart of a clam, an enthusiastic chap told me of the special free goods offer of his house, in effect that month only. The line was an excellent seller with me, but the quantity purchase required to obtain the free goods meant ordering a three months' supply.

The salesman blithely waved away my cautious objections. "Take 90 days to pay if you want to. You'll have the stuff a'll sold and the money in your pocket before the bill is due."

"Yes," I replied, "but suppose it doesn't sell as fast as we think it will. Why should I take the risk when I can get all I want from the wholesaler here in town in quarter-dozen lots?"

"But if you do that, you don't get the free goods. Man, those free goods on this new deal bring the net cost down to twenty-eight cents a package. You can make more money selling this number at forty-five cents when you buy the deal than you could selling it for fifty cents and buying at the regular price from the wholesaler."

That argument rather appealed to me because a couple of new competitors near me were indulging in some rather reckless price cutting.

Then came the salesman's clinching statement: "You know the old man always used to buy the deals."

He spoke the truth. My only conclusion could be that if such a policy had proved successful with my predecessor for over forty years, it ought to be an all right way for me to do business.

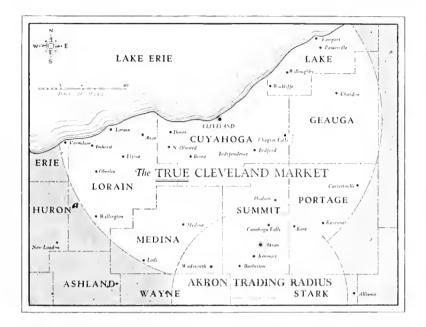
Now if free goods offers, deals and other forms of quantity discounts were something unusual or out of the ordinary, the problem would be entirely different. The facts of the matter are that, with perhaps a few exceptions, practically every good seller was and still is subject at one time or another to some kind of a quantity discount offer. The worst of it was that these fast sellers and well known goods are always the items which are selected for riotous price cutting. The salesman always stressed the argument that the savings offered by quantity discounts made the druggist better able to meet such price competition.

In Y situation was somewhat different from that of my nearest and most vigorous competitor. This store was but one branch of a chain which had a dozen stores scattered over the downtown section. When they bought a gross on a deal that meant only a dozen for each store and this might be only a normal stock for each store. On the other hand, when I bought a gross of that same item in order to get the quantity discount price, it meant that I

[CONTINUED ON PAGE 51]

Correction!

Population Figures—The TRUE Cleveland Market



IN an advertisement on page 90-91 of the July 21st issue of Printers' Ink Weekly an error was made in giving the population figures for the TRUE Cleveland Market as shown in paragraph nine of Cleveland Publishers' statements to the Audit Bureau of Circulations.

The advertisement should have read as follows:

The population of the Cleveland trading area as shown in Cleveland publishers' statements to the Audit Bureau of Circulations is 1,525,000.

The population of the Cleveland trading area as given on page 278 of "Population and its Distribution," J. Walter Thompson Co., 1926 is 1,227,733

"A Merchandising Atlas of the United States," issued by Cosmo-politan Magazine, 1926 gives the number of literate native white families in the Cleveland trading area as 153,148

Standard Rate and Data service gives the total population of the Cleveland trading area as 1,500,000

Editor and Publisher's "Space Buyer's Guide" gives the population of the "Metropolitan District" (or trading area) as . . . 1,116,892

The unanimity with which every unbiased authority sets the TRUE population of Cleveland's trading area at not more than a million-and-a-half is additional proof of the fact that the TRUE Cleveland Market is limited to a 35-mile radius of Cleveland Public Square. The Press has always contended that the population of The TRUE Cleveland Market is ... 1,500,000

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroir · San Francisco



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago Seattle · Los Angeles · Portland

FIRST IN CLEVELAND

LARGEST IN OHIO

Are Advertising Men Too Much on the Defensive?

Kenneth Goode and Percival White Discuss "Your Money's Worth"

Percival White's Letter—

Dear Mr. Goode:

I read your review of "Your Money's Worth" with considerable interest. It seems to me rather a fair statement, though I have not finished reading the book, and so am not much of a judge.

But, in general, are not advertising men rather too much on the defensive for their own good? Their impulse is to excommunicate their critics. The executive who reads your review would say, "Here is a partisan statement, a heated rebuttal. Here is a condemnation of a point of view inimical to advertising."

Then, with some surprise, he remembers that he has never read a real criticism of advertising. He has never had a chance, until recently. So he buys the Chase book. He reads it. It is well written. And it is new, which is a tremendous stimulus to make him read, and even, perhaps, to make him think.

Personally, I am glad Mr. Chase has "broadcast the beans." I approve of his endeavor "to reform advertising by exposing its weaknesses to the man on the street." Attempts at reform are apt to be quixotic. Mr. Chase's attempt may be no exception; but it seems to me that he is right if he assumes that the man on the street will give him a hearing, and that the advertising man will not.

Advertising has never yet been under fire. Advertising men have had a smoke screen to protect them. When the fire does come, and I believe it is coming, they will learn to take it without wincing, as others in the public eye have done. In their attitude toward the enemy there will then be less animus and more good nature. Their voices will not carry

the note of rancour which they are so ready to condemn when they hear it in the throats of their critics. I have an idea you must be an awfully good advertising man. Your review is certainly better copy for Chase's book than any Macmillan will write.

Yours faithfully,
PERCIVAL WHITE,
175 Fifth Avenue, New York City.

Kenneth Goode's Reply—

Dear Mr. White:

Thanks a lot for your letter. I might quibble about some minor points, but the main issue is too important.

You say:

- (1) That advertising men are on the defensive.
- (2) That advertising men have never been under fire and resent any criticism.
- (3) That real criticism of advertising is so fare that the average business man has never seen any.

Taking your last point first, may I remind you of Aesop's story of the shepherd who argued with the lion? To prove man's supremacy, he pointed out a statue of a hunter with his foot on the neck of a dying lion.

"Ah, yes!" retorted the King of Beasts. "But wait until I show you a statue put up by the lions."

Admittedly, the present conception of advertising is not scientific. It has, like the shepherd's statue, been built in masterly fashion by those who profit by the *sale* of advertising.

But who is going to circulate the criticism that will unbuild it? Money may not rule the world. But it certainly controls its channels of communication. No magazine or newspaper is going to take any part. Three dollars out of every four dollars revenue—all their profits and most of their expenses—come from

advertising money spent as it now is!

Even when some magazineless book publisher lets loose a blast like Borsodi's or Chase's, the delicately handled book reviews gently smother the real issue.

On the other hand, skipping back to your first point, who shall blame advertising for jealously protecting the power it has built up?

One of the perquisites of being established is the ability to squash "destructive" criticism. Everybody does it. Mr. Jack Dempsey, for example, was warned by the referee for hitting below the belt in one fight and illegally pushed back through the ropes in another. In spite of this and his war record, he will soon make half a million dollars for an hour in a stadium dedicated to fallen American soldiers.

That only one outsider in a hundred gets out of Wall Street with his shirt is widely known. Also that by a little bookkeeping legerdemain the mass of money that operates against that small outsider is the combined funds of thousands of other small outsiders from all over the United States. Yet one hardly imagines any reputable publisher attempting to develop the real facts against speculation.

Hayti was a republic long before the United States. Eight hundred black soldiers came up to help us get

[CONTINUED ON PAGE 66]



Building A \$20,000 Income In Seven Years

THE casual observer finds little of interest in a florist, but when anyone so young and delightful as Irene Hayes builds up an income of \$20,000 in seven years by selling flowers, it becomes a story of unusual interest to people who are themselves reaching out for those things which will make their lives more complete.

Thus the new McCLURE'S, with stories of youthful struggle and achievement, appeals to an ambitious audience, young people who demand the better things of life.

The result—a growing list of prominent advertisers are finding, as you will find, that it pays to—

include McCLURE'S!

The MCCLURES
The Magazine of Romance

119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.

The 8pt. Page Odds Bodkins

S not this panel from a Melo Water Softener advertisement an excellent device:



-8-pt-

Now the syndicate idea seems to have been adapted to a new field-clas-

I learn of a new classified advertising service which provides simultaneous publication of classified ads in thirty-two national magazines, ranging from Cupid's Diary to Review of Reviews.

With 7,000,000 circulation guaranteed, it would seem that one should be

able to get or get rid of about anything one wanted to, from a new job to an old jinrikisha.

-8-pt-

Not from any desire to reveal organization secrets, but because I think it should be published as a worthy example, I am printing an internal memorandum which is being circulated in the offices of the New York American:

the New York American:

The New York American has no more important task than the building of goodwill.

The management hears much criticism from many directions, of difficulty and delay in reaching executives on the telephone. People on whose favor our business depends resent questioning as to their pedigree on the 'phone before they are permitted to give us business or information which we are anxious to receive.

This evil has spread throughout the organization to such a degree that even clerical employees take themselves so seriously as to require inquisitorial methods applied to callers.

We believe that Yor York

quisitorial methods applied to callers,
We believe that New York American men can do few things that will bring quicker commendation of the spirit of our organization than to talk directly, without questioning by secretaries or assistants, with whomever does the favor of calling them. with whomever of calling them.

C. R. LINDNER.

Three cheers, say I. Do I hear a fourth?

---8-pt---

Sometimes when I see men following along, sheep-like, after each other in an advertising way, a portion from Mark Twain's "The Mysterious Stranger" comes to mind:

"They hanged the poor lady, and I threw a stone at her, although in my heart I was sorry for her; but all were throwing stones and each one was watching his neighbor, and if I had not done as the others did it would have been noticed and spoken of."

-8-pt-

How can one do justice to a "find" such as this treasure sent me by Laurence F. Calahan of Grand Rapids?

A letter from J. Walter himself, written in his own hand, under date of Dec. 27, 1893. Better still, a letter of solicitation, sent out apparently with a pocket calendar for 1894. Study the

If a man is in business and handles money it is imperative that he be accurate in his dates.

he hasn't any business or money, one date is as good as another.



Whenever you refer to it remember that that is the day you should send your adver-tising order to me. Wishing you a happy and prosperous New Year, I remain at your service.

J. WALTER THOMPSON.

Those were the happy days of advertising, when an advertising agent's wares could be displayed on his letterhead, and when we had only to land an order, not to seduce an account! Then one had "a standard list of 30 magazines," and they were practically all standard magazines, at that.

And that was only 34 years ago!

-8-pt-

Seeing a sign from the train window on the way to Philadelphia this morning-Fred M. Wood, Coalmakes me wonder why it is that men by the name of Wood and men by the name of Cole seem to be drawn inevitably into the coal and wood business.

Had you noticed it?

-8-pt-

Here are words of wisdom from Hendrik Van Loon:

"The human race, as far as I can make out, is divided into two sorts of people; those who say 'yes' unto life and those who say 'no.' The former accept it and courageously they endeavor to make the best of whatever bargain fate has handed out to them.

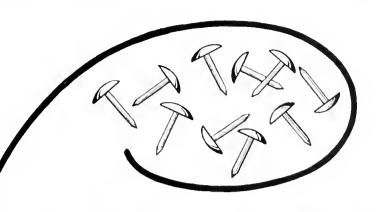
"The latter accept it too (how could they help themselves?) but they hold the gift in great contempt and fret about it like children who have been given a new little brother when they really wanted a puppy or a railroad train."

I suspect that we advertising men and salesmen are responsible for considerable of the fretting; darn us anyhow!



A husiness man often wants to write a letter, check or note outside his office.

To avoid all waste of time in looking for a calendar, the inclosed, made very light in weight, legible in print, and withal durable, is sent you.



BRASS TACKS

Useful little units for decorating decorations

Symbols, too, of pointed facts on single subjects—to which they hold fast.

THE HOUSE BEAUTIFUL

Shows how to use them in decoration and conforms to their symbolism by dealing only with homes and how to make them beautiful.

BRASS TACK ADVERTISING

for

Building-Furnishing-Decorating



THE HOUSE BEAUTIFUL PUBLISHING CORP.

8 ARLINGTON STREET

BOSTON, MASS.

A Member of the Class Group

RATES BASED ON NET PAID CIRCULA-TION OF 80,000 (ABC) WITH BONUS OF OVER 10,000 MORE

17 Years With An Advertising Agency

[CONTINUED FROM PAGE 22]

Van Camp's Pork & Beans offered no unique arguments. They were just like other pork and beans. When we met in the factory and served a halfdozen brands, not a man present could decide which was Van Camp's. But we told facts which no one else ever told. We told of beans grown on special soils. Any good navy beans must be grown there. We told of vine-ripened tomatoes, Livingston Stone tomatoes. All our competitors used them. We told how we analyzed every lot of beans, as every canner must.

W E told of our steam ovens, where beans are baked for hours at 245 degrees. That is regular canning practice. We told how we boiled beans in soft water to eliminate the lime which made skins tough. Our rivals did that also. We pictured the beans, whole, uncrisped and mealy. We compared them with home-baked beans. We told why beans, when baked in home ovens, fermented and were hard to digest. And how we baked in sealed containers, so that no flavor could escape

We told just the same story that any rival could have told, but all others thought the story was too common-

place.

women thinking.

Then I noticed that men at their noon-day luncheons down town often ordered pork and beans. These dishes were factory baked. Apparently these men liked factory baking better than home baking, as did I. So we sent out men to supply Van Camp's to restan-rants and lunch counters. Soon we had thousands of places serving them at noon-day. We announced the fact, told the number of places, estimated how many men were every day going somewhere for Van Camp's. And that set

Housewives were very ready to stop baking beans at home. It was a long, hard task. We went after those house-wives—the 94 per cent—and told them how they could stop easily. We told and pictured the difference in results; told them how many of their men folks were buying baked beans downtown.

There we had the arguments on our side. We could bake better beans than any woman could ever bake at home. But we could not bake better beans than our rivals. So we centered our attacks on the weak spots, made Van Camp's seem the one way out. And we created an enormous demand. Not only that, but the Van Camp brand commanded a much higher price than some of our rivals.

Then Van Camp began producing evaporated milk; first in one plant, then in seven or eight. He wanted to advertise that, but we advised him against it. Evaporated milk is a standard product. It must meet Government requirements. One cannot establish or claim an advantage on natural or standard products. One might as well ay, "Buy my eggs, because they come from Hillside Or my butter, or my lard. Many millions of dollars have been wasted in trying to tie people to some certain brand of a staple.

I analyzed the situation on evapo-ted milk. I found that certain rated milk. brands, regardless of advertising, dominated and controlled certain markets. Some they had held for many years against all efforts to displace them. The only reason seemed to be a familiar brand. Housewives naturally continue using the brands they know.

So I devised a plan for making Van Camp's Milk familiar. In a page ad I inserted a coupon, good at any store for a ten-cent can. We paid the grocer his retail price. For three weeks we announced that this ad would appear. At the same time we told the story of

Van Camp's Evaporated Milk.

We sent copies of these ads to all grocers and told them that every customer of theirs would receive one of these coupons. It was evident that they must have Van Camp's Milk. Every coupon meant a ten-cent sale, which, if they missed it, would go to a competitor.

HE result was almost universal distribution, and at once.

We proved out this plan in several cities of moderate size; then we undertook New York. There the market was dominated by a rival brand. Van Camp had very slight distribution. In three weeks we secured, largely by letter, 97 per cent distribution. Every grocer saw the necessity of being prepared for that coupon demand.

In the meantime we announced in the newspaper the coupon that was to appear. We told housewives what to expect in this milk. And we tried to convert them from bottled milk to evapo-

Then one Sunday in a page ad we inserted the coupon. This just in Greater New York. As a result of that ad 1,-460,000 coupons were presented. We paid \$146,000 to the grocers to redeem them. But 1,460,000 homes were trying Van Camp's Milk after reading our story, and all in a single day.

The total cost of that enterprise, including the advertising, was \$175,000, mostly spent in redeeming those cou-pons. In less than nine months that cost came back with a profit. We captured the New York market. And Van Camp has held it ever since with enor-

mous yearly sales.

Compare that method with distributing samples from house to house. They are offering something unasked for and unwanted. It has no prestige. The very giving of a sample cheapens the product, when done in that careless way. The stores are not stocked. Grocers are offended by your free dis-

tribution of things they sell.

Under our plan grocers had to stock. The woman had to make an effort if she wanted to get a sample. She could not know of the sample without reading the facts about the milk. sented the coupon, it was because the ads had led her to desire this product. The grocer made his profit on the sale, so he was happy. The woman found Van Camp's in stock when she used that sample can. Thus we captured market after market, and we held them.

No casual sample distributor ever made an impression on them. Such is the difference between making a show and really getting what you are after.

Few makers of evaporated milk can accomplish national distribution. They cannot produce enough milk. problem there usually is to develop local markets to take care of increased production.

The time came when rivals used our sample plan, so we had to invent something else. Millions of homes had by that time been converted to evaporated milk. The sale had reached 24,000,000 cases annually. The main question then was to establish a familiar brand.

In the new cities which we tried to capture we offered a secret gift. We offered to mail the housewife a present if she sent us the labels from six Van Camp cans. Or we piled wrapped presents in the grocers' store windows, without telling what they were. Any woman could get one by buying six cans of Van Camp's.

Curiosity is the strongest factor in human nature, especially with women. Describe a gift and some will decide that they want it; more will decide that they don't. But everybody wants a se-

cret gift.

There are things to consider in such an offer. The gift must not be disap-rointing. It should be somewhat better than women are led to expect. Then the offer must be treated in a rather insiduous way.

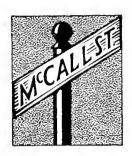
THE result of this offer was to induce countless women to buy six cans of Van Camp's Milk. They paid regular price, but they received a gift which made the bargain attractive. The gift cost more than our profits on the sale. But milk is in daily consumption. There is hardly a limit to what one can pay to get a new user established. The six cans made Van Camp's a familiar brand. The user had read all about Van Camp's. She was ready to find it superior. So she asked for Van Camp's when she needed a new supply. We captured and held many a big market in that way.

The reader may say that this is sampling, that it is scheming and merchandising, not dignified advertising as we know it. I have no symmetric dignified and orthodox advertising. We dignified and orthodox advertising. The we know it. I have no symnathy with are in business to get results. The finest palaver in the world, if it fails to pay, is useless. Hundreds of millions of dollars are being wasted on it every

I want to sell what I have to sell, and sell it at a profit. I want the figures on cost and results. We can pose as artists and as geniuses for only a little while. Business men find us out. Those who have tried that plan have perished—every one I know. But a real result-getter never loses his charm.

We meet men sometimes whose ideas are centered on the non-essentials. They want to boast of their accomnlishments. And they are often big men in some ways. One can easily please them if he wishes to sacrifice all practical ideas,

K N O W N M E R I T



REV. JOSEPH F. NEWTON, D. D.

Religion



We announce with pleasure the appointment of

James L. Demoville

as Managing Editor of the TOPICS PUBLICATIONS

Drug Topics, Wholesale Druggist, Display Topics, Drug Trade News

AMES L. DEMOVILLE is one of the outstanding figures of the drug trade.

Following his graduation from the Philadelphia College of Pharmacy, he was for years owner and actively in charge of the Demoville Drug Company, of Nashville, Tennessee, one of the best known retail stores of the South.

Mr. Demoville was one of the original 40 retail druggists chosen by Louis K. Liggett for the foundation of the United Drug Company; and later, because of his marked merchandising ability, was induced by Mr. Liggett to join his organization, and to help in building up the Rexall Agencies on the Pacific Coast.



In 1916 Mr. Demoville was made Manager of the Sales Promotion Department of the United Drug Com-

In 1923 Mr. Demoville was elected President of the National Drug Stores, operating a chain of 22 retail drug stores in New York, Chicago, Rochester, Newark and New England.

77E have appointed Mr. Demoville Managing Editor of our publications. In that capacity, in collaboration with Jerry McQuade, Editor in Chief, and his Associates, Mr. Demoville's knowledge and drug trade experience will add to our present highly developed equipment, increasing our ability to serve our industry in the most effective possible manner.

We have gathered together on the staff of the Topics Publishing Company the most complete group of highly trained, experienced men from every branch of the drug trade ever assembled by any publishing organization, and we are always glad to place at the disposal of advertising agencies and manufacturers operating in this field, the specialized knowledge and vast store of drug trade facts and information which these men possess, to help in the solution of drug trade merchandising and marketing problems.

President

TOPICS PUBLISHING CO., Inc.

Publishers of Drug Topics, Wholesale Druggist, Display Topics, Drug Trade News

291 Broadway

New York City

Atlanta Boston Chicago Cleveland St. Louis San Francisco for advertising to them is a maze. But do that, and you are bound to lose. The ultimate object of business is profit. Cater to any other side, and you will shortly find yourself discredited.

In the eighth installment of his autobiography, scheduled to appear in the September 7 issue of Advertising & Selling Mr. Hopkins discusses the bload subject of antomobile advertising. In this particular line his experience was wide and varied. The first automotive vehicle he owned was a steam car made in Milwaukee," and his personal experiences with this sold him thoroughly upon automobiles in general, at that the considered largely as playthings. that time considered largely as playthings of the rich. Starting with his early advertising for the Chalmers Company, Mr. Hopkins' next chapter takes up the Hudson, Overland, Reo and Mitchell advertising and continues down to his highly successful and widely known 1924 campaign for the Studebaker.—Loitor.

Who Is J. E. Powers?

[CONTINUED FROM PAGE 30]

made to suffer, but Mr. Powers said that anything over the Wanamaker name was the same as if Mr. Wanamaker himself had uttered it. As Mr. Powers told me, "I did not say that I would not include any shoe advertising, but for the same as if Mr. Wanamaker himself had uttered it. As Mr. Powers told me, "I did not say that I would not include any shoe advertising, the same as the same as if Mr. Wanamaker himself had uttered it. As Mr. Powers told me, "I did not say that I would not include any shoe advertising, the same as the same a but (and with his merry chuckle) it never appeared."

At one time Mr. Powers and Mr. Wanamaker were not on speaking terms for some months, although they passed each other in the store daily. The first instance of the Wanamaker "column" causing national comment was when a convention met in Philadelphia, and in convention met in Philadelphia, and in place of any store advertising, Mr. Powers devoted the entire column to an editorial on "Trade." The following morning Mr. Powers received from Mr. Wanamaker a clipping of that article, and along the margin were written such notations as "Good," "Well worked up," "Excellent," etc. Mr. Powers and Mr. Wanamaker were then on good terms. But the following year they were not speaking when the same they were not speaking when the same body met again for their annual convention. Mr. Powers inserted the identical article on "Trade" which had appeared the previous year. The following morning Mr. Wanamaker's clipping came to him with "Bad," "Rotten," "A lie," etc. Mr. Powers used to take these deadly parallels from his desk and show them with great glee, as he said, "Don't forget that the public whims are a changing factor in all advertising." At President Garfield's death Mr.

At President Garfield's death Mr. Powers devoted the Wanamaker column to a culogy on Garfield. This also was commented upon far and wide by the newspapers of the country. Mr. Powers was fond of work. Instead of spending his month's vacation at some summer resort, he came over to New York and solicited insurance for one of the large insurance companies. It so happened that he was on one of these vacations when President Grant died, and he received a telegram from Mr. Wanamaker to furnish an article on Grant.

Mr. Powers replied that his time was

Mr. Powers replied that his time was another's, but after four o'clock he would see what he could do. He told me that he went to the editorial rooms of the Evening Post and wrote what he thought was even a better article than his Garfield editorial. Mr. Wanamaker



Little Dramas in the Life of a Great Newspaper System

FIGURES... FIGURES! Every space-buyer is deluged with them and often bewildered by them... True, figures are indispensable to the space-buyer, in his appraisal of an advertising medium. But figures alone are not enough.

What's back of the figures . . . in community-influence, in reader-confidence and reader-responsiveness? The number of readers a newspaper has is not so important to the advertiser as the number of its friends.

So, in preparing the 1927 national advertising

campaign for the SCRIPPS-HOWARD Newspapers, we have dealt, not merely with SCRIPPS-HOWARD figures, but with SCRIPPS-HOWARD public-spirited accomplishments and conquests.

As the "copy-basis" for the Scripps-Howard story to the American advertiser, we have selected typical instances of public service from the pages of Scripps-Howard history. Actual episodes which typify the unswerving devotion to public welfare, rendered by this great group of newspapers, throughout its 47 years of clean, efficient and non-partisan news-service.

CLIENTS: INTERNATIONAL SILVER COMPANY 1847 ROGERS BROS. Silverplate); BAUER & BLACK; FLGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUPPFNHFIMFR; SCRIPPS HOWARD NEWSPAPERS; REID, MURDOGH & COMPANY (for 1924)

LENNEN & MITCHELL, INC.

An Advertising Agency Serving a Limited Number of Large-Volume Advertisers

17 EAST 45TH STREET, NEW YORK CITY



A Direct Entrance to An Extensive Market

In the four states of Virginia, North Carolina, West Virginia and Maryland, there are 460,000 farms that yield their owners unusually substantial incomes -more than enough to satisfy every personal and agricultural need. And the needs of these people are many and varied. They buy the most modern of laborsaving farm implements and machinery. They buy, also, "all the comforts of home," which they can easily afford, since their farms provide them with fourfifths of what they use for living purposes.

These people are readily influenced by advertising, and they are most strongly influenced by the advertising in their own home newspaper, the Southern Planter. Going twice a month to one farm in every three, the Southern Planter presents the most direct entrance to this extensive market.

NOTE: In the states containing 62.5% of our circulation, 65.66% of the farmers' income is derived from livestock and livestock products.

The Southern Planter Richmond, Va.

JAMES M. RIDDLE CO. Chicago New York Atlanta Kansas City San Francisco used it, I believe, but said that it was one of the poorest things Mr. Powers had ever written.

WHEN the Gimbel stores were opened in Philadelphia, Mr. Powers was engaged to handle the advertising, and he induced the management to conduct the first full month's sale of everything at absolute cost-that is, all merchandise was to be offered to the public at not one cent's profit for full thirty days. Mr. Powers said the store was so crowded that one could hardly get about, and the sales were enormous. In fact, they were so enormous that he could hardly keep the management from raising their prices slightly so as to gather some profits, and he threatened to resign if they did. The thought of losing so much possible gain became too great, and on the twenty-first day the store dropped its guarantee of "thirty days sale without a cent of profit." Mr. Powers walked out.

Mr. Powers was engaged to write a book for the Cleveland Y. M. C. A., and the book he produced made the Cleveland branch next in size to the one in Brooklyn, then the largest in the United States. It also brought down upon him hundreds of condemnatory letters from ministers all over the country. Powers felt that a great many men would miss the benefits of the gymnasium and other classes from a feeling that they would be asked to attend the religious classes as well, so he treated the religious side of the work almost contemptuously. As I remember it, he wrote: "The religious side will not interfere with your having a good time. Every Sunday, and sometimes on other days or evenings, a few zealots gather around a squeaky organ upstairs somewhere and get rid of their feelings, but this will in no way interfere with your having a good time." As above

noted, the campaign made the Cleveland

the second largest in size of any Y. M.

C. A. branch, but the letters he re-

ceived and read over to me with great

glee were worth more to him than the

money he received for conducting the

advertising campaign.

One of his greatest successes was with the Vacuum Oil Company. When he was told that their product was a lubricating oil, he asked what "lubricating" meant. Before anyone replied, he said, "makes things run easier, doesn't it? If poor oil is used, does machinery run any harder? Does the machinery ever have to be stopped because of bad lubrication? How long, perhaps? Thirty minutes? What do the workmen do when the machinery has been shut down for that thirty minutes? So much of your payrol! is wasted, isn't it? If poor oil makes machinery run harder, how many more tons of coal is necessary to run machinery with poor oil than with good lubricating oil?"

The Vacuum Oil Company had been selling its lubricating oil on the reputation of the company, not upon what the oil would do. They were getting, as I recall, 65 cents a gallon for their oil against 35 cents that the Standard Oil asked for its best oil. Mr. Powers's interrogations, the answers to which were so obvious, showed the Vacuum people that they had been working upon the wrong angle, and within a half hour Mr. Powers was engaged to spend a month at Rochester teaching the hundred or more salesmen, some of whom came from foreign countries, how to

sell oil upon the oil's merits; for, as he said, "the product always makes and keeps a concern's reputation. And no matter how great a company may become, it must never forget that its name alone is never a barrier against competition."

A pronounced characteristic of Mr. Powers's work was his use of the negative, or perhaps "improbabilities of success" would be a better term. In all of his prospectuses he would treat at length the possibilities of non-success of any product he was selling, and then he would close so optimistically as to dispel any objections that the prospec-tive buvers might have had. He contive buyers might have had. tended that no man will accept your statement without reservations. It is the very nature of man to combat any argument another man puts up, and if a prospect can pick out a single point that the seller has not or cannot successfully meet, that prospect will cling all day on that one point. Therefore, Mr. Powers followed the plan of raising every impossibility and improbability he could muster at the start, hoping thus to leave his prospect practically defenseless.

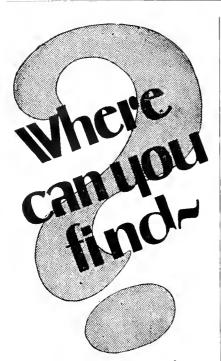
Mr. Powers was a stickler for the plainest typography. He would never italicize a word, nor use any other attempt at display in his text matter. He said: "When I am not able to find words to express all the emphasis I desire to make, then I will begin again the study of the language." He was offered a very large salary to become the advertising manager of one of New York's large and most conservative dry goods houses. At a conference at which the contract had been all but signed, Mr. Powers casually said, "I intend to use another type face than you have been using." To which the head of the firm replied: "Oh, no. We have used that italic face so long that I would not consider any change." "All right," replied Mr. Powers, "I will not accept any handicap; type is for but one thing it is the track upon which the thought travels through the eye to the mind, and the quicker the thought reaches the mind without any hindrances, the less the abstractions, then the greater and more favorable the impressions will be. If that is your decision, then I am not interested in any contract.'

M R. POWERS was not a stickler for the best English. "I don't care," he has told me, "if your English limps a bit here and there; the main thing is to get your idea across. Don't deviate from good English merely for the sake of getting away from it for effect, but if you can best convey to the readers the thought you want them to grasp by using words that they are more accustomed to use in their talk, then by all means get your thought to them that way. But get it there at any cost. Stories are not written to be set in type; they are written to be taken out!"

It may interest many ADVERTISING AND SELLING readers to see one of Mr. Powers's personal advertisements, since they best paint his peculiar, convincing style. When he showed to me the full page reproduced here from an 1896 issue of the Century Magazine, he told me of the many letters he received from the heads of several of the then largest concerns in this country. It is an advertisement that, I believe, might well be copied by advertising men seeking

accounts today.





a more productive market than in Bridgeport, Connecticut trading area?

It is compact, unified, accessible and easily covered at one cost.

50,000 families live well, earn and spend in this territory. They are all good producers, their incomes are steady and there is no such thing as hard times because in Bridgeport 443 manufacturers producing over 5,000 different commodities are busy all year 'round.

For complete coverage, the

BRIDGEPORT Post Telegram.

with its 44,446 daily circulation is the medium that stands supreme in circulation, reader interest and prestige, in a trading territory that is remarkable for thrift and for its compactness.

National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

Everybody's Business

[CONTINUED FROM PAGE 5]

body more than a hundred clear days in Florida. The trouble is that in our northern States the winter days are so generally cloudy and the daylight hours so few. One of the best arguments favoring daylight saving is the fact that this permits us to utilize the light of the sun in the early morning hours when the heat is not so great. Our ancestors knew that it was good to get up early but they didn't know why.

ALL of this represents merely a non-technical scratching of the surface of a few sunlight fundamenatis. It is a fascinating subject that anyone can take up as a hobby with much profit. Never before were we so sunshine-conscious. In a few years the average person will refuse to buy an automobile or work in an office that is not equipped with glass that lets through the ultraviolet rays of the sun.

This new attitude toward hygienic living will prove a powerful factor in putting an end to our present dirty civilization. Dirty desks, sooty window sills, blackened buildings and soiled tapestries will disappear. Laundry bills will be substantially less and there will be a huge saving to industry as a result of the material decline in absenteeism and inefficiency now caused by sickness.

Everyone dislikes smoke, but many have believed that its evils are exaggerated and the remedies too theoretical. Such may have been the case in the past. But the demand for smoke abatement today is established on a foundation of facts that are wholly tangible

In one smoky community last year 794 tons of soot and dust were deposited per square mile. In a comparatively clean community the total deposit was 101 tons. Smoke from industrial towns of this kind will often travel 50 miles. The average soot particle settles under the influence of gravity at a very slow rate. Sometimes a particle shot from the top of a chimney 100 feet high will require three weeks to reach the ground in still air. Industrial smoke contains much ash and little nitrogen, so it is of very little use as a fertilizer for crops. The soot from domestic chimneys is richer in nitrogen, but is rendered useless as a fertilizer by the large percentage of tarry matter that goes with it.

Crops for many miles are seriously

Crops for many miles are seriously affected by the drift of sulphur from the chimneys of nearby towns. Even hearty evergreens in some manufacturing districts become so damaged by smoke that they fail to flower in the summer and lose their leaves in the fall. The cost of washing tarry deposits off glass houses amounts to about \$23 per acre, and sometimes this work must be done four or five times a year where the atmosphere is continually smoky. People in such sections pay a smoke tax every time they buy a bunch of flowers.

Smoke acids lower the nutritious value of grass, and cause the farmer

to purchase more feed for his stock. Also the soil in smoky regions suffers a serious loss of lime, resulting in a deficiency of lime content in the milk obtained from local cows. In some regions the soil is so acid from smoke that constant dressings of lime are necessary. This encourages the growth of rank weeds and thick grasses.

A recent investigation in an eastern community disclosed that in twelve months the hours of sunlight totaled 1167. A few miles away with climatic conditions precisely the same, except that there were fewer smoking chimneys, the hours of sunshine totaled 1402—a 17 per cent increase of sunlight. Any number of measurements throughout the country have indicated as much as a 40 per cent absorption of total dealight by smoke clouds

as much as a 40 per cent absorption of total daylight by smoke clouds.

Smoke doubles and triples the expense of cleaning. It means more window-washing, more servants, more speedy blackening of curtains and quicker discoloration of pictures and other household articles, especially those made of silver and brass. The sulphuric acid in smoky air damages mortar, masonry and metal-work as well as fabrics and vegetation. Even the steel rails of a railroad have shown a loss of weight of more than a pound per year per rail in a smoky atmosphere as compared with a loss of only 0.18 pound in a district where the air is clean. The examination that brought forth this fact was continued for 17 years.

Coal dust, smoke and soot increase the death rate from acute lung diseases. Two large towns located in the same industrial district are built in precisely the same style, and differ only in the amount of coal smoke in the air. The first town is situated on the eastern edge of the district and receives coal smoke only from the west. The second town lies in the center of the region and has an atmosphere constantly charged with smoke. In the first community the death rate per 10,000 from acute non-tubercular lung diseases, taking people between the ages of 15 and 60, is only 11. In the nearby smoky town the death rate is 35. Another similar survey covering 24 cities, half industrial and the other half non-industrial, showed a death rate of 26.5 in the smoky communities, and a death average of only 17.5 in the towns having a clean atmosphere.

U NFORTUNATELY many of us other. We praise sunshine and then manufacture smoke to shut it out. It is time we recognized the truth that it is not the cold that kills, but the darkness of our winters. Such a realization, coupled with an already full appreciation of the multitude of evils that result from living and working in a dirty environment is certain to bring us to a clean civilization where our buildings will be something more than huge piles of blackened masonry.

More gratifying than all else is the elear evidence that smoke-abatement campaigns throughout the country have been taken out of the hands of emotional faddists and self-seeking politicians. Present programs to clean up the air and let in the sun are being directed by trained engineers who not only recognize the necessity of suggesting remedial measures that are practical, but who appreciate the need of gaining the interest and cooperation of present smoke offenders by doing all that is possible to work no unnecessary hardship on American business generally.

Why I Failed

[CONTINUED FROM PAGE 38]

was buying twelve times a normal stock. This, however, was a condition which was not peculiar to me alone. Every other independent druggist has to meet it.

The acceptance of one of these free goods deals will not make or break a druggist, but the acceptance of even a few dozen of the hundreds available will cause financial grief quickly enough if one hasn't available a considerable surplus of cash. My predecessor had succeeded and grown because in the long years of his career he had accumulated surplus eash which he found he could invest profitably in surplus stock.

When I came along with barely enough cash for normal needs, this working capital was quickly tied up in my first few quantity purchases. Here was the way it happened. I started with \$2000 cash working capital. I could count on no important increase in this amount for some years because, unless the business took an unexpected spurt, I needed practically every cent of surplus earnings to meet the notes I gave for the purchase price of the store.

Ten deals each involving \$200 were enough to commit me to the full extent of my available cash. The way things were and are, almost any druggist can easily commit himself to ten deals in as many days. Don't misunderstand me. I rather pride myself on the fact that I bought no lemons or slow sellers on these quantity deals. It was all merchandise which I knew was readily salable.

But when a man in ten days commits himself to the purchase of enough nerchandise of only ten specific items to last him for months ahead, he is in or trouble. The first three months I cound were comparatively smooth sailing. Of course I discounted no bills because my commitments soon were are in excess of my available cash. True to the salesmen's promises, ninety lays' credit was extended without much question. Those who did make polite nquiries were easily put off with the plausible explanation that I was just exting started for myself and things weren't running as smoothly as they yould be later.

When three months had passed my roubles began in earnest. In some ases the goods had not sold as well as expected and a quantity was still on and, although they still were selling.



Bankers are keen business men—always alert to changing conditions, they took immediate steps to serve the 700,000 people who came to Detroit from 1920 to 1927.

The leading banks have greatly increased the number of their branches since 1920—again confirming the growth of Detroit.

	1920			1927
6	branches—	Bank of Detroit	-17	branches
13	branches	Dime Savings	—25	branches
7	branches	First National	30	branches
9	branchesG	riswold-First Stat	e—17	branches
23	branches	Peoples State	46	branches
20	branches—	Peninsular State	30	branches

Has your advertising been planned to reach the Detroit of 1927?

These 700,000 people who have come to Detroit since 1920 have expressed a decided newspaper preference as indicated by these figures.

DETROIT TIMES 5,025 1927

(City Circulation) 5,025 241,834*

DETROIT NEWS 205,911 249,036

(City Circulation)

*EVENINGS EXCEPT SATURDAY

The Times Is Growing With Detroit



A symbol of direct editorial appeal to women through the pages of a magazine subscribed for by men

© © ©

THE results of this unique publishing experiment prove a definite family interest in The Shrine Magazine. May we tell you about them?

B B B

The net paid circulation of The Shrine Magazine is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request.

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON



Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted



Bakers' Helper is the oldest magazine in its field. It has given practical help to bakery owners for 40 years. The fart that over 75 per cent of its realers renew their subscriptions by mail shows they want it.

New York Office 17 E, 42nd St. 431 S. DEARBORN ST. CHICAGO, ILL. But payment for the entire quantity couldn't be postponed any longer. Other goods sold out before even three months had passed and a re-order was necessary. This reorder, as time passed, was not received with any great amount of enthusiasm until I had, somehow, scraped together enough money to pay the previous balance. In an effort to get more time from my creditors I tried everything from post dated checks to trade acceptances. These expedients, however, only postponed the evil day.

THE whole thing boils down to this. Suppose a \$5 stock of any one item is sufficient for all ordinary needs. Then if a person starts buying this and other items in \$100 quantities instead of \$5 quantities it stands to reason that twenty times as much capital will be involved. I had enough working capital to finance purchases in ordinary quantities, but when I started buying in huge quantities you can see how quickly I forced myself into financial straits.

I am willing to take my full share of the blame for my failure, but I do feel that the condition which forced me on the rocks is bound to have some mighty serious effects upon people other than retail druggists. If a druggist has to buy twenty or fifty or a hundred times a normal quantity of merchandise in order to buy it at a price which will permit a fair profit, he either will be forced out of business or be compelled to employ so much additional capital that his costs will be increased. Thus begins a vicious circle.

The quantity discount gives an unfair advantage to chain stores and department stores, because with their size they can accept such offers without risk of overstocking. If this sort of thing goes on it looks to me as if a monopoly in retailing is bound to develop. Any national advertiser who has tried to get any great amount of cooperation from department stores or chains knows what that will mean.

Then there is this constant effort of every manufacturer to increase his own volume of business. I could see that from the way the salesmen talked and from the flood of literature which the postman brought in every day. Of course it is only natural for a manufacturer to want to increase his business, but unless judgment is employed in the sales methods used, results which are disastrous for him as well as for the retail druggist will be brought

about. The salesman who sold a \$200 order of his goods when a \$10 stock would have been sufficient increased his volume on that one trip, but on the other hand, he was a direct contributor to my downfall. He got one or two \$200 orders from my store, and now that is all he will ever get from there as long as he lives. If he had been content to let me buy a quantity which permitted fastest turnover and smallest stock he probably would have gone on receiving \$10 orders from me or my wholesaler every week for the next forty or fifty years. For the sake of a few immediate large orders this and other salesmen killed my business and their own. I admit I should have been more alert about protecting my own interests, but I contend, too, that they should have been more alert about protecting theirs. In that way we both would have prospered.

For sixth consecutive year, —Capper's Farmer gains

T'S the best record in the national farm field.

According to the midyear figures on advertising lineage just released by the Advertising Record Company, this outstanding fact is revealed: that in the first six months of 1927, Capper's Farmer gained more commercial lineage than any other publication in the national farm field, which includes Country Gentleman, Successful Farming, Farm and Fireside, Farm Life and Farm Journal.

1927 makes the sixth consecutive year that Capper's Farmer has made a gain in commercial lineage.

And it's the sixth consecutive year, too, that Capper's Farmer has gained in circulation.

Capper's Farmer has gained not only in total lineage, but in practically every one of the important classes of advertised merchandise, until it now ranks second in the following classifications: automobiles, tires and tubes, radio, tractors, house furnishings and equipment, lighting devices and classified advertising.

Capper's Farmer gained lineage on each of the above classifications.

Capper's Farmer ranks third on the following: agricultural implements and machinery; fencing, posts and garden fixtures; transportation, harness and accessories, lubricants and fuel oil.

Capper's Farmer is now going into the homes of 828,000 farmers of the prosperous Middle West. They read it through, from cover to cover. It's their monthly guide-book. They follow religiously its advice on radio, building, farm machinery, automobiles, lubricants, house furnishings and equipment, and countless other items which vitally interest the prosperous Midwest farmers.

M. L. CROWTHER

Advertising Manager Graybar Bldg., New York City

Sell this Corritors Carmer Carmer Carritors Carmer Carmer

Circulation—828,000

Published at Topeka, Kansas, by Arthur Capper.

THE MIDRIFF OF THE WORLD IN THE MIDWEST OF THE NATION

"What kind

of products can you

BEST Advertise?"

We are often asked to name the kind of products for which our advertising talents are best fitted.

We do not think we are equally good on all kinds of advertising. We do think we can produce good advertising for any meritorious article that can be sold in volume.

If this is too general and all-inclusive, we hereby produce in evidence Exhibit A—a list of the products we advertise, broadly classified.

FOOD AND GROCERY SPECIALTIES

Clicquot Club Ginger Ale
Minute Tapioca
Steero Bouillon Cubes
Sanka Coffee
United Fruit Company Bananas
Blue Goose Fruits
Dry-Ice
Colgate's Laundry Soaps, Fab, Octagon, etc.

TOILET ARTICLES

Pompeian Beauty Powder
Pompeian Bloom
Pompeian Night Cream
Pompeian Day Cream
Pompeian Massage Cream
Colgate's Ribbon Dental Cream
Colgate's Rapid-Shave Cream
Colgate's Cashmere Bouquet Soap

TOHLET ARTICLES-continued

Colgate's Golco Soap
Pro-phy-lac-tic Footh Brush
Johnson & Johnson's Baby Powder
Johnson & Johnson's Baby Soap
Johnson & Johnson's Nupak
Fiberloid Toiletware
Schick Repeating Razor
Hygeia Nursing Bottle
Dioxogen

HOUSE FURNISHINGS AND SPECIALTIES

Armstrong's Linoleum
Florence Oil Stove
Ostermoor Mattress
Hampton Shops Furniture
Bluebird Curtain Rods
Vollrath Fnamelware
Fasy Washer
Crawford Coal, Gas and Flectric Range
Petro Oil Burner
The Rome Co. DeLuxe Beds, Springs
Ponsell Floor Machine
Mendets

WEARING APPAREL

McCallum Silk Hosiery Ball-Band Rubber Footwear Walk-Over Shoe Spur Tie

BUILDING MATERIAL

Celotex Curtis Woodwork Anaconda Copper Roofing Dutch Boy White-Lead Armco Ingot Iron

AUTOMOTIVE

Exide Batteries Schrader's Gauges and Valves Pan-Am Gasoline and Oil Watson Stabilators

PAPER PRODUCTS

Hammermill Bond

PAPIR PRODUCTS - continued

Old Hampshire Bond Warren's Standard Printing Papers United States Unvelopes Greeting Cards (Association)

OFFICE APPLIANCES

I lliott Fisher and Sundstrand Machines Art Metal Office I quipment National Loose Leaf and Bound Books Multikopy Carbon Paper

LEXIDITS

Boott Mills Towels Indian Head -Amory Browne Fabrics Parkhill Ginghams Aberfoyle Fabrics

SPORTING GOODS, HARDWARL, LTC.

Goodell-Pratt 15 Good Tools Iver Johnson Revolvers, Bicycles and Shot Guns US Shot Shells and Cartridges Ray-O-Vac Flashlights and Batteries

JEW EERY

Hamilton Watches Shreve Crump and Low, Jewelry, etc. (Retail)

CIGARS, TOBACCO AND CIGARLETTES

l dgeworth Tobacco Yorktown Cigarettes Shivers Cigars

MUSICAL INSTRUMENTS

The Ampico and Ampico Recordings

FINANCIAL

The Dime Savings Bank of Brooklyn Wm. R. Compton Company, Investment Bankers

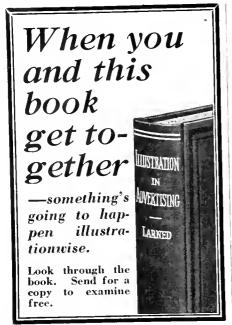
PUBLISHING

McCall's Magazine (McCall Street) Adventure Magazine

GEORGE BATTEN COMPANY, INC.

Advertising





LARNED'S

Illustration in Advertising

319 pages, 6 x 9, 212 illustrations, \$4.00 net, postpaid.

 $T^{\rm HIS}$ book explains the methods, principles and possibilities of illustrations in meeting the requirements of modern advertising.

ments of modern advertising.

The characteristics of different treatments are fully explained. The technique employed, the advantages and disadvantages, the effects, the limitations, the psychology, the many and varied uses of dozens of illustrative methods are described in detail.

illustrative methods are described in detail.

Practically every type of advertising effort—as reflected in magazines and newspapers—is given attention. The book has valuable data on everything from a one-time insertion right through to a seasonal campaign or a continuous advertising program.

It indicates thoroughly the hundred and one different ways in which illustrations can be brought to the sid of sales.

Some Special Topics

- -how to secure individuality:
 -how to use white space;
 -how to use pen drawinss;
 -how to use pen drawinss;
 -how to use pen drawins;
 -how to inject life into inanimate products;
 -how to pleture a family of products;
 -how to employ black treatments;
 -how to use woodcut technique;
 -how to use woodcut technique;
 -how to outline technique.

Examine It for 10 Days

Let us send you a copy of this book for free erami-nation. Look through it with some advertising problem of your oven in mind. Send the coupon now—exami-nation is free.

Examine this book for 10 days FREE
McGraw-Hill Book Co., Inc. 370 Seventh Avenue, N. Y. Send me Larned's HLLUSTRATION IN AD- VERTISING, \$4.00, for 10 days' free exami- nation.
I will return the book, postpaid, in 10 days or remit for it then
Name
Address
City State
Position
Company A. F 8-24-27

Cub Selling

[CONTINUED FROM PAGE 24]

10. Quiet confidence. The confidence that counts in selling is the deep, quiet kind-not bragging, hand-waving, table-fisting, or other mere eye-and-ear appeals. It is expecting too much to ask a cub to have this attitude from the first day, but it will pay him handsomely to keep it in his mind's eye as

11. Handling abuse and objections. When he meets the occasional dealer who delights in abuse or unreasonable objections, the cub gets rattled and excited. He thinks he must stand up with a machine gun defence for his house and his product. The veteran has learned that these gusts of the dealer usually die down more quickly when the dealer is allowed to give them full vent. No need to answer every point. No use in placating every "wild man" who happens to be a merchant. Let them talk themselves dry. Then buyer and seller can then meet on a more rational basis.

12. Avoid arguments! The cub thinks that arguments are the life of salesmanship. The veteran knows that even if the dealer can be argued into buying, the victory is won as a pitched battle, and no dealer likes to be beaten into buying.

salesmanship. 13. Listening longer a man sells, the more artistic he becomes at listening. The best sale is the one where the dealer talks himself into buying, while the salesman simply listens and puts in a word or question here and there to keep the dealer going.

14. No sympathy appeals. The cub sometimes gives way to the temptation to tell about his aged mother, crippled sister, or tiny kiddies. The veteran knows that the dealer's private problems and obligations are probably quite as serious as his own-so he sticks to business.

15. Persistence vs. nagging. Another sign that the cub is ready to sell shows in his freedom from nagging tactics. Real persistence is a very different thing.

16. Elimination of the "I." Master salesmanship has little or no "I" in it. It is all "you" talk—valuable information appealing directly to the dealer's selfishness. Cubs will hasten their progress by cutting out the word "I."

17. The call for help. One sales executive says, "The new salesman thinks it is a sign of weakness to call for help. The veteran knows that it is a sign of strength. It shows that he is big enough and wise enough to use every resource of his house to make the sale."

18. Underselling beats overselling. One of the best salesmen I have ever known says. "For years I have always sold so that the dealer discovers that he gets just a little bit more than I promised. This makes my trade have faith in me and my house. They find that I more than make good on my promises.

"For example, if we talk about deliveries I may promise them in two weeks when I know that the goods are

sure to arrive in ten days. This sort of selling gives the dealer more than her expects, and it has made my relationship with my customers a most pleasant one.

The cub in his desire to break records is too prone to shoot the whole works and then some. He puts the best interpretation on everything when the transaction falls short of his claims and promises. In some respects the dealer wonders if there aren't other flaws as well in the relationship.

19. Cornered buyers. The purchasing agent in a big Rochester factory once said to me, "There's one young chap who is probably wondering why he doesn't get my business. He has some particularly good reasons why we should buy his product, but he fairly gets me into a corner when he comes to sell. I haven't a leg left to stand on. Actually 1 ought to be buying from him, but it hurts my pride too much to give in to a kid on that basis." No master salesman ever handles buyers in this fashion, but many cubs attempt it.

20. Respect your own time. The veteran salesman respects his own time and shows it in the right way to his trade, who in turn respect him and his house all the more for it. Time is a big ingredient in the individual salesman's success. The more calls he makes per day, the more business he will probably get.

The cub too often stands around, lets the dealer waste his time in talking everything but business, lets them put him off until the next trip, etc., etc., etc.

21. Hardest to sell—easiest to hold. The hard nuts look too discouraging to the average cub salesman. To the veteran they are often the most inviting names on his list. He knows that the hardest dealers to get are usually the easiest to hold. So he puts in relatively more time on these tough fellows than the salesman who is just begin-

22. Too many selling points. The cub too often uses on the dealer all the selling points he has. He thinks this is being thorough. In this assumption he is wrong. Thoroughness goes much further than that. The thorough salesman goes on studying the individual dealer's business until he hits upon the two or three points which will make a real dent in this particular case.

If these fail he has other material in reserve. No need to put the whole darned army into action if one bat-

talion can win the day.

23. Keep repeating. Once the cub has told his whole story and been thrown down, he wonders what he will say next. This gets him into the futile realms of mere defensive salesmanship.

The veteran is an adept at telling the old story over and over in slightly different ways. He knows that the chances are that it didn't sink in sufficiently at the first that it didn't sink in sufficiently at the first that it didn't sink in sufficiently at the first that it didn't sink in sufficiently at the first that the ciently at the first telling. So he keeps on throwing the same old troops at the same old point until the opposition gives away.



EMPIRE Process BOLTS



The OPEN FORUM

Individual Views Frankly Expressed

Boomerang Slogans?

H AVING always been in the industrial advertising field exclusively, and not an authority on what catches the public attention in aiding the merchandising of a mass production article, I cannot help but wonder whether the recent advertising campaigns, undertaken by two prominent cigarette manufacturers, are not harmful to their own industry as a whole. "Not one cough in a carload" is a slogan that indicates that smoking as a general rule is harmful, but if the public will use this company's specific brand, they will find it will not be as detrimental to their health as other brands. No doubt they felt forced to it due to the ancient testimonial campaign of a competitor, "It's toasted, therefore does not hurt your throat," but it seems to me that any advertising that hurts or brings into a bad light a particular industry and its product to aid one individual manufacturer in that industry, is harmful advertising. I know that it brought my attention to the fact that maybe I was indulging a little too freely in a habit that might be injurious to my general health. Maybe I am wrong.

ABBOTT F. RIEHLÉ RIEHLÉ BROS. TESTING MACHINE Co., Philadelphia.

More About Messrs. Chase and Schlink

T seems to me that the official report of the first skirmish of the advertising forces after the offensive (and believe me, it was offensive) launched by Generals Chase and Schlink, will have to be reported in some such evasive phrases as "consolidating our lines." This eager "eye-witness" cannot observe much damage to the enemy either in material or personnel.

If the original salvo was really an unfriendly act toward advertising as a whole, let's get our heavy artillery into place. I'm not sure that it is. I am not sure that the Chase-Schlink opus is really an attack on advertising. No more than an indignation meeting over Deacon Smug's long prayers and short cords of wood is an attack on the Church. The whole isn't just some of its parts. It's a lot more. There has been a good deal of shooting at advertising in its day and where the lines were rotten they broke.

This is a scientific age. We have de-

bunked a number of our institutions by the laboratory method and it has not hurt the legitimate ones. Why should not advertising stand up to the test? In any case, let's not try to answer a barrage of high explosives with an angry war-dance, or by simply calling on the ancient gods for vengeance.

I'm waiting with interest for the counter-attack and only wish I had the qualifications to enlist.

H. R. BAUKHAGE, Business Manager, Consolidated Press Association, Washington, D. C.

Mr. Chase is at present in Europe. He has been invited to reply to Mr. Goode's criticism of his book. We hope to publish his article this fall.—Editor.

The Post Office and the Newspaper

PERMIT me to comment on your editorial by Harry A. Casey (July 13 issue). Mr. Casey compares the postman and the post office to the newspaper—its physical aspect only. He says that the merchant doesn't blame the post office nor the letter carrier if the mailing piece is a flop; therefore, the merchant should not blame the newspaper, which does nothing but deliver the message at the lowest cost to thousands of families.

True, the merchant doesn't blame the post office or the letter carrier. He blames the medium, which may be a letter, booklet, folder, brochure, broadside and what not. Sometimes a letter pulls better than a folder, as one periodical may be more resultful than another. All other things being equal, the merchant should blame the newspaper, which may be any one of a number of newspapers or magazines. If this weren't so, the advertiser could expect equally good or bad returns from any newspaper.

I believe that it's strictly a question of media. Depending on the product, it's sometimes more economical to tell your story to the masses through the medium of the newspaper than it is through direct-by-mail advertising. The selection of the medium must be decided after careful analysis.

The comparison between the post office and newspaper is a very poor analogy. The newspaper must be compared with the folder, booklet, letter, etc. Newspapers, too, are carried and delivered by newsboys and postmen. The success of direct-by mail advertising depends primarily on the mailing list—the market. The success of a

newspaper advertisement depends on the market—the subscription list, its readers. Select a proper medium, write a good message, and the rest is easy provided the product is meritorious.

IRVING ROTHSTEIN, Vice-President, Ahrend Letters, Inc., New York.

Divided By; -Not Multiplied

In the printing of my letter on the circu-line in the issue of August 10 a typographical error crept in which, though small enough in itself, may cause your readers some confusion:

The line, in the paragraph beginning "Or in a formula . . .," which now

... (c) Total circu-lines at one agate line costs (line rate charge) = ... should read correctly,

... (c) Total circu-lines at one-agateline cost: line rate charged = ...

The important point being, divided by, and not multiplied by, as the parentheses might indicate.

RICHARD BARRON, Publicity Department The News.

New York.

Applying Advertising Principles

R. LEWIS BREWER'S letter (June 15) is interesting. While, of course, the principles governing present day advertising practice are pretty well defined, they are certainly not as clearly defined as are engineering principles. It is doubtful, in the writer's opinion, whether the application of advertising principles will ever be an exact science.

Industrial advertising, which necessarily rests its case upon specific mechanical and economic facts rather than upon enthusiastic generalizations, is gradually but surely gaining a place leadership in the whole field of commercial publicity.

It is the business of industrial advertising to present vital performance facts where they will do the most good for the product to be sold; this it must do in a clear, straightforward and authoritative manner. At the same time it must be done in an attractive and human interest way.

American industry is expecting more and more from advertising as the years go by. Every year it is becoming more and more an integral part of industry's contribution to modern civilization.

WILLIAM E. KERRISH,

Wollaston, Mass.

Einson-Freeman Co., Inc.

Double-Tier Container Patent sustained by United States Court



Our basic patent covering the double-tier container has been sustained by the Honorable Grover M. Moscowitz, Judge of the United States District Court for the Eastern District of New York in an opinion handed down July 2, 1927, in an action brought by us against one of our competitors. A decree was entered in said case on July 6, 1927, reading in part as follows:

"ORDERED, ADJUDGED and DECREED, as follows:

- That Letters Patent of the United States, granted on D1SPLAY DEV1CES, No. 1,428,226, dated September 5, 1922, being the Letters Patent in suit, are good and valid in law.
- 2. That the plaintiff, Einson-Freeman Co., Inc., is the sole and exclusive owner of the entire right, title and interest in and to said Letters Patent No. 1,428,226.
- 3. That the defendant, *** has infringed upon claims 1, 2 and 3 of said Letters Patent No. 1,428,226, and has violated the exclusive rights of the plaintiff thereunder by making and selling DISPLAY DEVICES embodying and containing the invention of said Letters Patent as set forth in said claims 1, 2 and 3 thereof ***

This decision fully protects the basic rights of the Einson-Freeman Co., Inc., on the double-tier container. It is definite protection to those of our customers to whom we have given exclusive license to use this container, and who recognize the distinctive sales producing value of this device. Among our many customers whom we are protecting by such exclusive right to use the double-tier container for their products are the American Tobacco Company, Yale Flashlights, LePage's Glue, Hohner Harmonicas, Ward Baking Co., etc.

The distinctive features of this device are:

It ships compactly; it sets up instantly; it takes up a third of the usual counter space display; it shows two tiers of products; it has thrice the advertising space; it receives attention quicker; it gets up, stays up and sells.

Our basic patent is No. 1,428,226, dated September 5, 1922. All infringers thereof will be vigorously prosecuted.

EIN/ON-FREEMAN CO INC

Offices and Lithographic Plant 511-519 East 72nd Street New York City

LITHOGRAPHERS





Anything That can be Photographed

Can be Photo-sold.

Let Apeda Photo-sell It for you! The do Judio PHOTOGRAPHERS

212 West 48th Street, New York Chickering 3960

The Standard Advertising Register is the best in its field. Ask any user. Supplied valuable Information on more than 9,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated
15 Moore St., New York City
R. W. Ferrel, Manager

Shoe and Leather Reporter

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas dally with circulation thruout the state. Thoroughly covers Topeka, a midwest primary market. Olves real cooperation. An Arthur Capper publication.

Topeka, Kansas

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

Slot Machine Retailing

[CONTINUED FROM PAGE 21]

he named the article he wanted and then had to wait for change and wrapping. He missed his ferryboat. Standing on the dock waiting for the next boat, he asked himself, "Why isn't there some plan whereby I can stick a coin into a machine and get back instantly a wrapped parcel of standard merchandise? The brand is thoroughly known to me; the quality stable and satisfactory. I don't want to harrangue, talk, wait or spend much time on the job of getting it—all I want to do is stick a coin in a machine and get what I want, on the run, so to speak."

DEAS which come like that to a competent engineering mind, do not disappear into blue space after a few minutes. They germinate and grow. Certainly this was the case with Smiley. "The corner drug store or grocery," he says, "may in time come to resemble the automat restaurant of today."

the automat restaurant of today."

Being an engineer and interested only in efficiency, he does not realize what a red flag such a statement is to many retailers, who are even now complaining about being made into automatons by national advertising.

The opposing points of view of the dealer and the national advertiser have had considerable airing lately. Not long ago even the National Retail Dry Goods Association made a spirited attack upon national advertising from the point of view of department stores. The claim was made that the national advertiser shifted the emphasis from price to brand, whereas price was a factor which the retailer owed it to the consumer to emphasize. An answer to this is that during the past year department stores themselves have been making the discovery that less talk of price, bargains, special sales, etc., and more talk about style, quality and prestige is bringing them greater sales. This is precisely what the national advertiser has discovered long ago. His brand name is no less important than the dealer's name plate over his advertisement and over his store.

It would be suicidal for a dealer not to make sure that his customers knew where to find him. This is precisely what the national advertiser does in principle when he stresses brand.

PROBABLY the best representation of the retailer's side of the case was made recently in a statement by C. H. Janssen, secretary of the National Association of Retail Grocers. Mr. Janssen's views are not those of a mere disgruntled theorizer, for his activities have made him only too familiar with the problems of the retailer. In part, he says:

"Regardless of the good motives which prompted it, much of our national advertising is doing the retail merchant more harm than good. Manufacturers and wholesalers, looking only for immediate volume, have told the retailer in effect, 'You do not need to be a merchandiser. We will sell it for you. All you need to do is to stock them and hand them out.'

"In the opinion of many retail grocers the greatest direct result of national direct-to-consumer advertising is

that it has made mere order takers out of thousands who might be good mer-

chants today,

"You would not send out a salesman who is not sold on your house or your product. You would not send out a salesman who would carry a competitor's merchandise as a side line. Yet many manufacturers believe that national direct-to-consumer advertising is all that is necessary to build up a permanent output, while the very man in whose hand lies the privilege of actually consummating the sale is not properly sold.

"THE retail merchant is the man who contacts with your public. He is the one who can tell you what reaction there is on your product. He is the first to know if there is real merchandising possibility in your quality. He receives the hard comeback when your quality belies your label. You should not impair his confidence, nor humiliate him by selling him sub-standard goods or go over his head and rob him of the incentive to do his own merchandising.'

In spite of Mr. Janssen's able presentation, is the retailer's case substantial? In view of the economic history of a century, I, personally, do not think

I believe that the "slot machine" tendency represents the retailer's best hope for future profits, because it is such an efficient developer of turnover. In most cases usually cited the retailer's complaint concerns itself far more with the decreasing margin of profit offered by national advertisers than with any objection to the rapidity and ease with which consumers buy nationally advertised goods.

Retailers want the increased turnover of today and the old slow turnover rate of profit as well. This is surely not fair, for the cost of producing the increased turnover must be paid; and there are plenty of makers of slow turnover goods willing to offer very big

profit margins to retailers.
But what live retailer wants these shelf-warmer brands? Even the chain stores have come to stress nationally advertised goods, despite their powerful efforts to sell their own brands.

The chain set was done nowed to

The chain store has done much to make retailing a slot machine affair, but still the chains are growing mightily. I agree with Smiley that we will soon see far more cafeteria-like retail stores. The cost and declining quality of clerks, the pressure of competition will bring more and more effect to make bring more and more efforts to make retail buying quick, safe, simple and labor-saving.

Wilbur D. Nesbit Dies

Wilbur D. Nesbit, vice-president of the William H. Rankin Company, Inc., New York and Chicago advertising agency, died in Chicago on Aug. 20. He was 54 years old. Mr. Nesbit was active not only in advertising but also in literary fields. He was president of the Forty Club and had gained a wide reputation as a poet and writer. He started his career by doing humor and feature writing and held positions as feature writer and columnist on the Baltimore American, the Chicago Tribune and the Chicago Evening



The straphanger is a symbol of the age. Though subway, elevated and trolley may not serve every community, the spirit of hurry, of snatch-as-you-go, permeates the land.

The picture story is instantaneous; it telegraphs its message at a glance; no barriers of age, of race, of literacy, bar its readers. Reach your biggest market through - pictures.

And remember, that while it is true economy to buy the best in illustration, that best is wasted unless it is faithfully reproduced. And the finest photo engravings actually cost no more than engravings less carefully made; in fact, they make both printing and results cost less.

> For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \$\iftersize 230 South 7th St. PHILADELPHIA

Advertisers

N the preceding number of "Advertising & Selling" we listed half of the advertisers using the August issue of "Industrial Power."

We complete the list herewith.
The total number of concerns using s
in the August INDUSTRIAL POWER is

in the Angust INDUSTRIAL POWER is 106 and their advertisements occupy 91½ pages. August issues are not notable for bulging volumes of advertising; on the contrary they are often notorious for the advertising they do not carry.

How well and how favorably "Industrial Power" has come to be known by the companies advertising in it may be judged by the fact that in this August issue of "Industrial Power" there are 61% more pages of advertising than in the best previous August issue. previous August issue.

M. H. Detrick Company Cling-Surface Company The Powers Regulator Co. The Prest-O-Lite Company, Inc. The Standard Scale & Supply Corp.

Allen-Bradley Company The Vastine Sales Corp. The Leavitt Machine Com-

pany Anti-Hydro Waterproofing Co. S. F. Bowser & Company, Inc. The M. A. Hofft Co. McLeod & Henry Co.

Cooke Scal Ring The Terry Steam Turbine

Company Midwest Firebrick Construction Co.

Combustion Service Corp. Diamond Power Specialty Corp.

The Conway Clutch Co. Clement Mfg. Co. Elliott Company Henry Vogt Machine Co. The Garlock Packing Co. Nuway Boiler & Engineer-

ing Co. Smooth-On Mfg. Co. The Engineering Products

Corp., Inc. Alexander Bros., Inc. Boiler Room Improvement Co. Grindle Fuel Equipment Co. International Filter Co. Charles Engelhard, Inc. Viking Pump Company Clarage Fan Company Chicago Pucumatic Tool Co. The Swartwout Company Chicago Chemical Co. Iron Fireman Corporation Rectigraph Company Mead-Morrison Mfg. Co. Mathews Conveyor Co. The Browning Crane Comnann

Conveyors Corporation of

A merica Goodman Manufacturing Co. The Fate-Root-Heath Company

The Lamson Company Bax Crane & Hoist Corporation

Weller Mfg. Co. The Kent Machine Co. Gadfrey Conveyor Company American Engineering Com-

pany Easton Car and Construction Ca.

York Heating & Ventilating

Corp. Link-Belt Company



"There Was a Decrease"

"Notwithstanding the heavy travel on the Oriental Limited, and other fast trains, there was a decrease of 6½ per cent in the total passenger revenue compared with 1925."—Extract from the annual report of the Great Northern Railway for 1926.

You will find some such statement in the annual report of practically American other railroad. Through travel—that is, travel between points hundreds or thousands of miles apart-holds up; indeed, it never was better than now. Local travel, which used to be the backbone of the passenger department, has shriveled up and died. The privatelyowned automobile and the motor-bus have killed it. I suppose I know twenty New Yorkers who hail from the Middle West. Most of them are outof-town at the moment; they've gone to their old homes in Indiana, Ohio or Illinois. The railroads have not benefitted by their going to any great extent because, with hardly an exception, they have made the trip by automobile.

Overdone, Just a Trifle

The four men who flung themselves noisily into the barbershop where I was having my hair cut were, I thought, Columbia students out for a good time. Their clothes, very evidently, had just been pressed. Their hats were adorned with the very latest thing in hatbands. Their shoes were linen. immaculate. So was their They were, in short, dressed "to the nines." And because they were, I said to myself "these men are not collegians, they are barbers out on strike." Which they were.

If, in their get-up, had been even a

touch of carelessness, they might have passed for what they tried to be. But no! The imitation had to be better than the thing it imitated.

That same afternoon, I saw in a subway train, a woman of perhaps forty, who had just had what her beauty-specialist had doubtless told her was "a perfect facial." It was. It was so perfect that it made people say "Huh! She needs it."

More than a little advertising copy is like this. It is so self-conscious that it betrays itself.

The Town Fault Finder

In Great Britain, if I am correctly informed, the leader of His Majesty's Opposition is paid a salary considerably larger than the average Member of Parliament gets. It has always seemed to me that this was a very sensible arrangement; but why should its benefits be confined to Parliament? Why should not every municipalityevery business, too, for that matterhave its paid fault-finder? By "faultfinder," I do not mean merely a man who goes around stirring up trouble, but one who puts his finger on things which should not be and howls about them so loudly that those in authority are bound to take cognizance of them.

A Secondary Transportation System

Some day, when I have time, I am going to write an article which will bear the title set forth above. It will deal with the changes which the almost universal use of the gas-propelled vehicle has brought about.

Those of us who seldom venture far from New York have no conception how far-reaching these changes are. They affect the day-by-day life of millions of men and women. They have altered-and not for the better-the appearance of a good part of the topography of the land we live in. They have transformed thousands and thousands of farmers into amateur hotelkeepers. They are responsible for a new point of view, not only of the people of the community but also of legislatures. That these changes have been beneficial in many ways is beyond doubt. That they have been harmful in as many more is equally beyond doubt.

Yet He Seems Happy Enough

Last night, in Riverside Park, an old friend told me of his plans for the future. "Two years more," said he "and I'll sell out and go back to the town where I was born.'

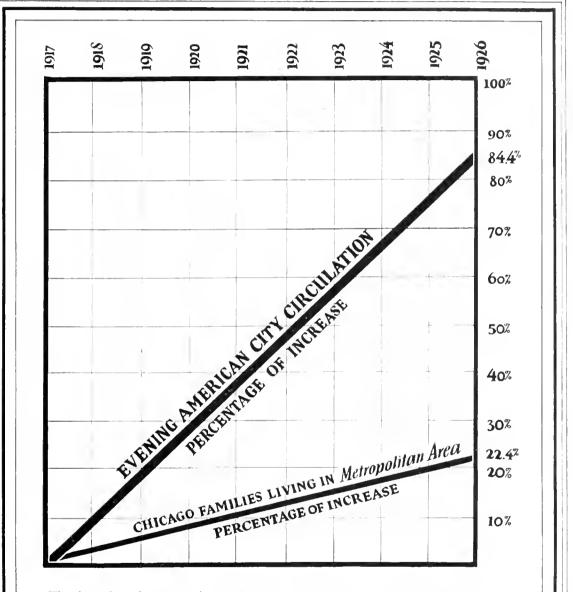
"Will you be happier there than you are now?," I asked.

"I think so," he answered. "For one thing, I can do what I please."

"You do that now, don't you?" "I do not," said C. "What is more, I never have. All my life, I've done what I did not want to do."

JAMOC.

Evening American Grows Faster than Chicago



The above chart, drawn to scale, is striking proof of how the CHICAGO EVENING AMERICAN is building city circulation far more rapidly than Chicago is growing in population.

The CHICAGO EVENING AMERICAN increased its city circulation 195,209 copies during the last ten-year period. This is a gain of 84.4%. The Chicago metropolitan population increased 161,955 families during the same period, or an increase of 22.4%.

The CHICAGO EVENING AMERICAN Has More City Circulation Than the Second Evening Paper Has Total Circulation

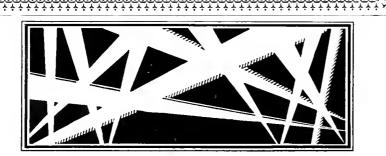
_10)/°

PICK YOUR PRINTER as you pick a man for a responsible job. Find one whose work is outstanding, whose ability is recognized and discuss with him your printing needs. Work out your printing problems with him. That way lies good printing, and by careful planning, more economical.

We recommend

The Marchbanks Press

114 EAST I 3TH STREET
Telephone: STUYVESANT 1197
NEW YORK



Turn these 77,000 brilliant searchlights on your wares

It takes positive and negative to make electricity. It takes both currents to put action into a brain. Forum readers are in live contacts with yes and no. The Forum starts the sparks. It is a magazine of controversy. Its readers are roused out of hammock lassitude into erackling brain action!

Turn these 77,000 penetrating searchlights on your wares. Their brilliance streams down from the very

top of magazine lists. 11% of these brains are controlling all the wires in one or more corporations. Another 11% are earning from \$25,000 to \$80,000 a year . . . 10% of the total are earning over \$10,000 a year . . . an additional 20% over \$5000. You submit your product to a searching interest in all that makes for comfortable living.

Will the Forum carry your advertising?

FORUM

Member of Audit Bureau of Circulations

What's Right with Distribution?

[CONTINUED FROM PAGE 20]

and everybody is supposed to be happier.

That's where this twelve cylinder distribution system gets in its good work. It has the task—by no account a mean one—of selling everything that everybody makes so that everybody will be enabled to go on producing. Even if it takes twelve steps for the farmer's wheat to enter the consumer's abdominal viscera in the form of a Parker House roll, it has arrived there by the cheapest possible route.

THE consumer may feel revenged by knowing that the radio he makes has taken nearly as many steps to reach the farmer. In either case one or all of the steps could be eliminated; but every step eliminated would mean a rise in the cost to the consumer.

Perhaps the crafty advertising man persuades an impressionable movie star to admit that her stage success is, in a great measure, augmented by her use of his face powder. Ethically, this is not horribly dishonest. The lady undoubtedly uses face powder, and face powders are pretty much alike, and the consumer will be better off if she uses some. Certainly the method does not create unhappiness and disillusionment or it would fall of its own rottenness. It may be that the shop girl wants a breath of romance in her life; she may want the illusion of her kinship to beauty, of her relation to the great people of her world. Or have all of us passed the fairy tale age?

hie; she may want the litusion of her kinship to beauty, of her relation to the great people of her world. Or have all of us passed the fairy tale age? A reforming contemporary would supplant salesmanship by testing bureaus. The intelligent public would be empowered to decide what it wanted, and then submit an accurate bill of specifications, as the government does when it buys maple syrup. It seems possible that the famous Latin observation de gustibus non disputandum has never crossed the horizon of this gentleman. Translated, this means that you can't dispute another's taste. The government can jam any specifications down the throats of its employees, and get away with it by saying that it's healthy. But try to do it to a civilian. The only way he can be standardized in his taste is by advertising. People have been educated to dress and eat and motor enough alike so that cheap products can be made for them. But a new choice will always get converts, even if the old has been satisfactory.

If a testing bureau were to decide that maple syrup with 40 per cent water was the correct formula, the advertising man would advertise that his 45 per cent watered stock was more pleasing to the taste, or that his 45 per cent watered syrup was richer and was used by movie stars and baseball players. It would seem that even a testing bureau would need considerable of an advertising appropriation to convince people that they should have what was best and cheapest.

There seems to be as yet only one answer to the high cost of having innumerable distributers to do all the educating. In advertising parlance, these gentlemen are said to be doing missionary work. Any advertising man knows that the correct answer is more and

WALDO W. SELLEW, Advertising Manager, 441 Lexington Avenue, New York

better advertising. Each time we buy a car or insurance or soup without being sold — in other words, educated — we are reducing its distributing cost. Each time we stall around and look at three or four articles before deciding, we are raising its cost. Campbell's soup is cheap because we are educated to it and we don't look at competitors' products. We can not be educated without paying and we can't stay uneducated without paying even more.

Unfortunately, one person cannot be educated ahead of the rest of the country. While he is reaching the radio stage, the new milk chocolate he is making must be taking hold of other consumers. In other words, these producers swap commodities via United States currency. As economics, this is simple, but it is pitifully misunderstood.

Advertising men have been too frequently hoist with their own petards. They know that repetition makes an impression, and yet they have yielded to the persistent hammering of the semiprofessional reformer in his contention that the distribution system is wasteful. Recently from such unimpeachable quarters as Dominick & Dominick, figures were issued showing the horrifying increase in distribution costs. They were swallowed, with no critical gagging at the dose. Business men nodded at Abe Martin's wise-crack, "What we want is less service, and more of what we're payin' for", as though he had uttered a profound scientific truth in his homely words.

Maybe Abe Martin and Dominick & Dominick are right, but here is one advertising man who will go to bat with them and throw in Chase & Schlink for good measure. But we'll insist on a genetic, dynamic interpretation of the facts, and the opposition must be as scientific as we shall try to be

be as scientific as we shall try to be. To those who insist on drastic changes in the economic scheme, a paragraph from an inoffensive psychologist, W. B. Pillsbury, will seem very appropriate. He wrote it in a book far removed from the so-called taint of business. His book is called The Psychology of Reasoning. He says:

"One nearly always overlooks some

"One nearly always overlooks some essential part of the problem until the solution is transferred to material construction. I have been told by a scientist of great ingenuity in the construction of physical instruments that he has frequently tried to think out a device that should need no modification when it is actually built, but always without success. He finds that some essential factor is always forgotten until the parts are really seen. His memory for details is not sufficient to recall or construct all the factors of the problem."

There is no need in going on and drawing a painful parallel. Perhaps to the reforming mind the conception of a new physical instrument is difficult compared with the conception of a new social order. To those of us who have to observe the present social order carefully enough to make our livings from it, it seems that it would take a better man than ourselves to understand even the world we see. Far be it from us to try to understand a world, the details of which we must imagine. But possibly other people do understand the whole of the present social order. If so, we hope that some day they will take time to explain it.



ON THE FARM

THE FARM FAMILY eats three substantial meals at home every day. There are no restaurants, no delicatessens, so the farm woman must purchase food in quantity and always be prepared for emergencies.

THE FARMER'S WIFE reaches 820,000 farm women throughout the United States. Here is a market for enormous quantities of foodstuffs. Make sure that these women know your brand—advertise in their own magazine. It is the most effective method of reaching the real "purchasing agent" on the farm.

THE FARMER'S WIFE is the only magazine in America published exclusively for farm women.

FARMER'S WIFE

A Magazine for Farm Women



Webb Publishing Company, Publishers
Saint Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, III.

Eastern Representatives Walface C. Richardson, Inc 250 Park Avenue New York City

Member Audit Bureau of Circulations



WHO

USES OUR SERVICE NOW?

The Knapp Company Palmolive Soap Company Continental Casualty Company Williams Oil-O-Matic Company Orange Crush Company Drackett Chemical Company Stark Bros. Nurseries

And hundreds of other large organizations.

WHY

DOTHEY USE OUR SERVICE?

Because it guarantees tremendous results. Here's what our clients say of it: Ditto, Inc.—"Getting wonderful results. Men and families enthusiastic."

Reliance State Bank—"Using your service in bond drive, we did 228% of quota. Greatest contest we ever staged."

D-A Lubricant Corp.—"Your contest has developed more interest than contemplated. First week results indicate that contest will run far above our most optimistic expectations."

Book House for Children—"Your Pickit & Winit service increased our business 52%. Will repeat."

WHAT

SORT OF SERVICE IS IT?

A service that secures larger volume, new prospects, new accounts, speeds up turnover and collections, opens new territory, stimulates house and distributors' salesmen, etc.

THE ANSWER TOTHESE BRIEF QUESTIONS

can be found in our booklet "Sales Contests." Every Executive interested in Sales should have a copy on file, for it contains very valuable information on Sales — Campaigns — Stimulation — Contests, etc.

WRITE for a copy of "Sales Contests" TODAY. It's free and implies no obligation.

UPSCO

Pickit and Winit Service

Executive Offices:

307 N. Michigan Avenue CHICAGO

Engineers as Advertising Men

[CONTINUED FROM PAGE 25]

fancy, I am still wondering if he won't come closer than the purely instinctive person to knowing the probable duration of popularity for the very latest wrinkle, judging it wholly by the distance to which it sways from an even keel.

This is not an argument for the extermination of butterflies. I always want someone close by who reads The New Yorker before the ink is dry, who knows what a Basque cap is before I've found out what became of the eyeshades, who spots bell-shaped trousers before President Coolidge gets them on the front page. Only, in building an advertising organization I'd put him (or very likely her) up on top of the wall, where he can bounce freely without shaking it.

One kind of individuality is instinctive. It is quick, valuable for its speed. Another kind is carefully and deliberately built, by studied rule. It accomplishes more lasting results, even in artistic expression. I think Dr. Hess is on the trail of something that will be felt not only in industrial advertising but increasingly in the more "emotional" fields.

Are Advertising Men Too Defensive?

[CONTINUED FROM PAGE 40]

our Independence. A century or so later we returned this visit with United States Marines on a more practical, if less glorious mission. Few administration newspapers found fault, and none, I presume, ever pointed out in whose financial interests we took over the tiny Government.

These flashes of radicalism may seem quite beside the question. Yet if you will try them on your friends and note carefully the various resentful reactions they arouse you will have achieved for yourself an exact sample of the response of the advertising world to any suggestion—especially from an outsider—that advertising is not an overwhelming economic force, uniformly successful and universally beneficial!

History will, I believe, support a contention that there is absolutely nothing that, seasoned by time and supported by the right people, doesn't become an Institution. And therefore immune to criticism.

Admittedly, the present conception of advertising has been built in masterly fashion by those who profit by the *sale* of advertising.

Even so, advertising is on the defensive today not through any fault of its own. Or through any sudden enlightenment of outsiders. Our nation's business happens simply to have reached the stage where all forms of selling and distribution are under criticism. Advertising can and will work out its own salvation. Our greatest weakness is

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley
National Representatives

"Ask Us About Advertisers Cooperation"

National Advertisers Cover the Fertile German Field in Rochester, N. Y.

Here are some the National Accounts appearing in the Rochester Daily Abendpost:

Bon Ami
White House Coffee
Metropolitan Lile Insurance Co.
Dodge Brothers Motor Cars
United American Lines
Borden's Milk
Odeon Records
Wurlitzer Pianos and Musical
Instruments
Victor Talking Machines
Glastenbury Underwear
Cass Washer
St. Jacob's Oil
Kellogg's Food Products
Cantilever Shoes
National Biscuit Co.
United States Lines
Zonite
Holland-American Line
Camel Cigarettes
North German Lloyd
La Touraine Coffee
Baume Bengue
Creomulsion
Hill's Cascara
Auto Strop Razor
Standard Oil Co.
Equitable Life

These National Advertisers have found upon investigation that the vast German-reading population of Rochester and surrounding towns can be reached effectively only through

ROCHESTER'S GERMAN DAILY ABENDPOST

50,000 GERMANS IN ROCHESTER Rochesler has received a large share of the 260,000 German, Austrian and Swiss immigration since 1923

SOUTHERN RURALIST

ATLANTA, GA.

Appoints

National Advertising Representatives

E. Katz Special Advertising Agency

New York 58 West 40th St. Chicago
307 No. Michigan Ave.

DetroitGeneral Motors Bldg.

Atlanta 22 Marietta St.

Kansas City Waldheim Bldg. San Francisco
Monadnock Bldg.

* * *

St. Louis
Syndicate Trust Bldg.

Effective September 1, 1927

The Southern Ruralist, established 1893, serves every interest of the farm home with over 430,000 net paid circulation.

DISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the September 7 issue must reach us not later than August 31. Classified advertisements will be accepted up to Saturday, September 3.

THERMOMETERS

Your Local Dealers Will
Pay for and Use

5]

Your Local Dealers Will
Pay for and Use
Thermometers
National advertisers find thermometers a valuable dealer help
which costs them little or nothing.
Let us present a plan for

ing.

Let us present a plan for non-ing using thermometers, theing up your advertising with the local dealers. The dealers will pay for them.

We manufacture reliable ther-

We manufacture reliable thermometers for hundreds of advertisers. Write us for samples and plan.

THE CHANEY

THE CHANEY
MANUFACTURING CO.
900 East Pleasant St.,
Springfield, Ohio

THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising and Seiling to Architects." a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

239 West 39th St. New York

that we have in the past tried to emulate the generous hospitality of Noah and, at the same time, enjoy the chaste immunity of Caesar's wife.

The reason I called Mr. Chase's book "narrowly partisan" was not because he attacked advertising. But because, with unquestioned proof easily available, he chose to ignore completely everything advertising is definitely known to have accomplished. The fact that advertising as a whole is open to anybody's criticism doesn't alter the fact that some advertising has accomplished miracles everybody ought to know.

More than anything else just now, advertising needs the aid of trained engineering minds like yours and Mr. Chase's. It is barely possible that Messrs. Chase and Borsodi may themselves get more kick out of a sensational deliberately uninformed attitude. But I can't agree with your optimism as to the effect of that sort of presentation on the man on the street.

Whenever these gentlemen have some real facts, soberly presented, they may, I believe, count on the most earnest consideration by plenty of good advertising men. Where they haven't these facts—on both sides—shouldn't they as scientists be a bit ashamed of indiscriminate broadcasting?

Very truly yours,

KENNETH M. GOODE, 250 Park Avenue, New York.

Fair Trade Resolutions Passed

AT the request of the Federal Trade Commission, a trade practice conference comprising representatives of the correspondence schools of the country was held at Pittsburgh on April 30. The purpose of this conference was to consider the unfair methods of competition prevalent in this field. Hon. J. F. Nugent, commissioner of the Federal Trade Commission, presided. Section by section, the set rules which had been adopted by members of the industry at an unofficial meeting was read and discussed. Finally twenty-six regulations were drawn up to be effective Jan. 1 1928. Those published below should be of especial interest to the readers of ADVERTISING AND SELLING.

BE IT RESOLVED, that over-statements or misrepresentations relating to actual or probable earnings are unfair practices.

(Adopted unanimously.)

Note: Inspirational copy can be written which will prod the ambitious to better their incomes through additional training without holding forth salaries that only the very exceptional can win.

Illustration: Statistics can be gathered to show the average earnings in any industry. If competent and experienced draftsmen command an average of \$100 a week, schools should not advertise "Earn \$250 a Week as a Draftsman."

BE IT RESOLVED, that over-statements which set forth the demands and op-



ROOMS ARE LARGER AT THE DETROIT-LELAND

8

Where Luxury is Homelike

It is truly amazing how swift and far this news has traveled —that rooms are larger at the new Detroit-Leland. On every train someone is telling others the good news.

Important for sales travelers, too, are the really finer, and far larger sample rooms, with bath and in-a-door bed. All are outside rooms so that goods may be shown under natural light. Outstanding advantages in all rates and prices will gratify you.

700 Large Rooms with Bath 85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass, Detroit, Michigan (a few steps from the Michigan Theater)

WM. J. CHITTENDEN, Jr., Manager Direction Continental-Leland Corporation

> Larger Sample Rooms from \$5.00 to \$8.00 per day

portunities in any vocation or field of activity constitute unfair practice.

(Adopted unanimously.)

Note: Base demand for trained men on existing conditions: The job that additional training may command is worth pounding home to the prospect. The employment market, however, sets limitations which should be recognized. Rare opportunities open only to the exceptional, should not be represented as

Illustration: It is a known fact that the motion picture industry does not generally consider the scenarios of unknown and inexperienced writers. school, therefore, should not advertise that there is a big demand for new scenario writers.

BE IT RESOLVED, that to promise or guarantee a job or a raise in pay con-

stitutes unfair practice.

Adopted: Vote, 38 for; 5 against.) Note: To lead a prospect to believe that a certain wage or type of position is guaranteed upon the completion of a certain course of training without the student being aware of the difficulty within the course and the very small percentage who are able to complete the same, is basing enrollment upon the ignorance of the enrolled and, therefore, unsound merchandising.

BE IT RESOLVED, that the use of the marked up or fictitious price is misleading and constitutes unfair practice.

(Adopted unanimously.)

Note: Advising the prospect that the regular price of the course or service is a certain amount when as a matter of fact the regular price is the one being quoted.

Illustration: "The regular price of our course is \$40 but for the next fifteen days we are offering it for one-half price, \$20," is a misleading and confidence destroying statement when \$20 is the regular price.

BE IT RESOLVED, that to resort to a subterfuge of offering a scholarship or a partial scholarship that is merely used as a selling device constitutes un-

fair practice.

(Adopted unanimously.)

BE IT RESOLVED, that the use of any name which indicates or implies that the institution is a plant, factory, shop, association, or other than an institution of learning, unless the name of such institution is always used in connection with explanatory words or phrases which clearly indicate its nature as an educational institution, constitutes unfair practice.

(Adopted unanimously.)

Note: Offer instruction under an accurate firm name. A correspondence school is not a plant, factory, associa-tion, laboratory, or a shop within the public understanding of the term and should never be so represented. It shall, therefore, be required that schools having such corporate names shall either change the same or always add explanatory words or phrases thereafter which clearly indicate the nature of the institution.

BE IT RESOLVED, that to inaccurately list or state the relationship of members of faculty, advisory boards, instructors, writers, or others, constitutes unfair practice.

(Adopted unanimously.)

Note: Differentiate between active and advisory faculty members. Readers have the right to assume that those listed as faculty members are in fact active instructors. If educators are

Suppose you have a product that can be advertised and sold to the gas industry—

Would you mind if your advertising missed fifty-three hundredths of one per cent of all the possible coverage in this market?

If not, we can guarantee you the rest through

GAS AGE-RECORD

9 EAST 38TH STREET NEW YORK CITY

\mathcal{N}_0, V

FROM OUR CODE OF ETHICS

"We should have a thorough knowledge of production costs and base our selling prices upon these costs, realizing that these prices are the lowest for which our product can be sold without loss of money."



LTHOUGH your business is small there is no reason why you are not

entitled to the best in typography. Select a good advertising agency and insist that your typography be set by a member of the A.T.A. Next to copy, typography is most important.



NEW YORK GROUP OF

Advertising Typographers of America

461 Eighth Avenue, New York

Ad Service Co. / Advertising Agencies' Service Co. / The Advertype Co., Inc. Associated Typographers † E. M. Diamant Typographic Service + Frost Brothers
David Gildea & Co., Inc. † Montague Lee Co., Inc. † Frederic Nelson Phillips, Inc.
Standard Ad Service † Supreme Ad Service † Tri-Arts Press, Inc.
Typographic Service Company of New York, Inc. † Kurt II. Volk, Inc.
The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size $5\frac{1}{4}$ x $7\frac{1}{2}$ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

affiliated only in a nominal or advisory capacity, distinguish them from the

Illustration: A practising attorney who is retained for the sole purpose of giving occasional advice to the staff, or the students, serves in an advisory capacity. The author of a lecture or a series of lectures, who has sold his text outright, and who is not personally engaged in its administration, should not

be listed as a member of the faculty.

BE IT RESOLVED, that the use of "blind" advertisements to attract prospective students when the copy does not clearly set forth that instructions are offered, constitutes unfair practice.

(Adopted unanimously.) Note: "Blind" advertisements are misleading and prejudicial to confidence in the advertiser, unless their purpose is clearly stated. Good will and sales are promoted by straightforward approach.

Illustration: Training offered by educational institutions should not be Hotel," or in other language which withholds the essential purport and origin of the copy.

BE IT RESOLVED, that the use of state-

ments of papers simulating court documents in the collection of accounts constitutes unfair practice.

(Adopted unanimously.) Note: Conduct collection activities openly. Collections are an integral part of home-study merchandising. They should be conducted without resort to pseudo-legal documents or representations that the agency is nonaffiliated with the organization unless this be the fact.

Illustration: A school may conduct collection procedure under a distinct name and from a different location but such a department should not hold thereafter that it is an outside holder of a contract; nor should it simulate court documents or otherwise emrloy legal status which it does not possess.

Advertising and Distribution

[CONTINUED FROM PAGE 36]

rural interests. Along her great length of coastline Queensland has some small but progressive cities which, through distance from the capital, must be treated as individual communities by the advertiser who wishes to reach their citizens. Queensland, with less than a million population, covers an area equal in size to all that part of the United States east of an imaginary line drawn southward from Chicago to Pensacola in Florida.

Queensland is the only Australian state where the railways do not all converge on the capital. Big and rich and tropical and almost empty today, the world must hear more of Queensland in the years to come. While the whole of the commonwealth has something very specific to advertise to the world at large, Queensland seems to have been more richly dowered and to offer a wider diversity of attractions.

Tasmania I want to mention, because this state does not appear to be generally associated with the Commonwealth by both Englishmen and Americans. Tasmania, with a population of about 250,000 equals in area the combined States of New Hampshire, Vermont and Massachusetts.

Vermont and Massachusetts.

Victoria, slightly larger than Minnesota; South Australia, covering about four times the area of Colorado, and New South Wales, equalling approximately the combined areas of Louisiana and Texas, make up the rest of the states. The Northern Territory whose administration is in the tory, whose administration is in the Federal Government's hands, has not yet attained its statehood. The terriyet attained its statehood. The terri-tory equals in size the combined States of Montana, Wyoming, Colorado, New Mexico and Arizona.

Brisbane seems to follow Sydney in its buying habits, some more observant than others, detecting an American influence at large in these two places. Undoubtedly they are "different" in many ways, though it would require a liberal stretch of the imagination to regard them as "suburhs of New York."

ATURALLY enough, one sees in the cities of greatest population the highest standards in advertising. Sydney is ahead of Melbourne, and the people appear to possess a better advertising sense and greater courage in the spending of advertising appropriations. Both Melbourne and Sydney are a long way ahead of the other cities, Brisbane

possibly ranking third.

The American advertiser, securing an Australian agency to place his advertising, would do well to consider the appointment of firms operating either in Melbourne or Sydney, which have the staffs to understand Australian conditions generally, irrespective of state. But sometimes I fear the agencies exhibit a fairly prevalent failing of shutting their eyes to the actual possibilities offering, and do not always appear to appreciate that the population of Australia is very limited, and offers to the most successful advertiser only a very restricted field for his merchandise.

The relationship of the market to the advertising has to be properly understood, and one feels that this has been one of the principal pitfalls which advertising has encountered in Australia.

Australia.

The volume of advertising in all its forms has been out of all proportion to the possible demand for them, costs have been too great, and there has been no reaction on production or acceptance or acceptance of the possible demand for them. tion or as a natural consequence on price. If the goods have been imported, the Australian market, raked clean, has not been sufficient to show this reaction. The efforts of a vacuum cleaner proprietary always seem to me to be a classic example of this failure to gage the potentialities of the market offering for their machine. Their expenditure has been more in line with that justified by a country. line with that justified by a country of four times the population of Australia, and while it is generally understood that the landed cost of this cleaner is no more than that of other competing machines, the selling price is greatly in excess of most of them. The buyer is consciously or unconsciously paying for the advertising.

We, who sometimes seek industrial and merchandising counsel in America, are apt to lose sight of the fact of this hopeless disparity in our respective populations, though, on a per capita basis, the purchasing power of Aus

"I READ IT AT THE OFFICE"

UT do you really read it? Of course your agency receives it regularly e-o-w, but if you're not the lucky one to get it fresh from the envelope—how long does it take to reach you—if ever?

Enjoy the pleasure of a personal copy, yours to read leisurely from cover to cover.

ADVERTISING and SELLING 9 East 38th St., New York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill

Name Position.....

NOTE: The readers of Advertising & Selling are the best men in the advertising business to We'll introduce work for. you in

The Market Place



Rate for advertisements inserted in this department is \$3.00 per inch. Minimum of Forms close Saturday noon before date of issue.

Minimum charge \$1.50.

Help Wanted

MAN to solicit SCHOOL ADVERTISING. College graduate with some advertising experience preferred (although not required). Sales ability and intelligence essential. Address Box 474, Advertising and Selling, 9 E. 38th St., New York City.

ADVERTISING—JUNIOR SALESMAN On trade publication well known in specialized field. State age, experience and salary expected. Address Box 473, Advertising and Selling, 9 E. 38th St., New York City.

ADVERTISING MANAGER—Experienced in preparing trade paper ads, catalogs, direct-by-mail advertising, making lay-outs, writing copy, buying art work, printing and engraving. Must be familiar with advertising in the industrial field. Location near New York. Opportunity for rapid advancement. Give complete experience, age, salary expected. Address Box 472, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING MANAGER

A high grade pharmaceutical house requires the services of an advertising manager.

- (a) He must be a graduate of medicine,
- (b) He must be able to do creative work, prepare booklets for distribution to physicians and write copy for medical journals and direct by mail campaigns.
- (c) He must be fond of reading current medical literature.
- (d) He should be able to translate French and German medical articles into English.
- (e) He must be an executive in every sense of the word.
- (f) He should possess a pleasing personality and be able to cooperate in an agreeable manner with other executives.
- (g) His ideas must be broad and his experience must be such that his judgment is mature.

Application must give medical college graduated from and the year, how employed since graduation, time as interne in and name of hospital, nationalty, religion, whether married, age, height, weight, references and salary expected.

If you prefer to enclose samples of advertisements you have written, you are at liberty to do so.

Absolute confidence will be maintained.
All of our executives know of this advertisement.

Address Box 467, Advertising and Selling, 9 East 38th St., New York City.

Position Wanted

Production Manager, ten years practical experience in printing plants. Thoroughly understands art work, photography, engraving, typographic layout, electrotyping, presswork, paper, etc., also had publication experience. Twenty-eight years of age, Christian, American, Married, Excellent record for results, Available September first, Address Box 475, Advertising and Selling, 9 East 38th St., New York City.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published monthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York City.

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

tralia would be higher than that of the United States. And Americans who think they see the error of our ways show the same tendency to forgetfulness.

TAKE, for instance, the case of transportation, which seems to supply an example which the thoughtful can apply to so many of our activities.

We have in Melbourne and Sydney the principal centers of population. They are served by a railway over which the daily run of trains would be deplorably low. The distance between these points is nearly 600 miles, and the intermediate point of greatest population is a little city of 12,000 inhabitants. The capital cost of that line is much the same as if it were dotted with cities, and the train service approximated a suburban schedule.

Some American visitors, notably the globe-trotting Samuel G. Blythe, express concern at the British sentiment of the Australian people, but one remembers with a certain degree of relish that a war issue of New York *Life* ironically voiced Kaiser Wilhelm's complaint that President Wilson was "almost an Englishman."

The strongest tie of all, the tie of a common blood, unites us firmly with Great Britain, and must be reflected in the habits and mentality of any people, no matter to where they might spread, I judge that a "Pennsylvania Dutchman" continues to look at life's problems through German spectacles, "balloon-tyred" though they might be through a "go-gettive" environment.

Influenced by an Empire Marketing scheme, this British sentiment creeps into advertising and selling, and exhortations to buy British goods are by no means uncommon. Britain is today Australia's best customer, and the English manufacturer who makes the appeal to Australians to "buy from those who buy from you" is getting due attention.

Australia's exports and imports to and from both Great Britain and the United States can be appreciated by the following:

Total Total Imports

Great Britain ...42.67% 43.93%
United States ... 5.65% 24.65%

As the figures show, Australia is an excellent market for American goods, though those of us who endeavor to emulate Henry L. Doherty and take advantage of a clear day to look ahead ten or fifteen years, see the time when our agricultural products will be eagerly sought by Americans—when the balance of trade between the two countries will be more favorable to Australia.

Duplicate Circulation

[CONTINUED FROM PAGE 28]

row morning. Some day the whole world of women, like a line of tumbling tin soldiers, will decide to change. And, one after another, regardless of comparative wealth, will in turn see black stockings as her one great necessity. Her place in that buying parade will depend not at all on her pocketbook. Simply on her stocking sensitiveness.

As you can easily see, it is the public—not the individual—that absorbs ad-

vertising. Instead of regarding his audience as millions of sixpenny nails each waiting patiently for his next tap on the head, an advertiser might more helpfully picture it as millions of tenpins, each falling or standing according to the force and accuracy with which each new appeal hits him individually.

My lawyer, for example, counts two hundred names on his list of clients. According to their own needs, they turn up in irregular rotation often enough to keep him busy every day. My dentist tactfully reminds me, now and then, that a filling in time saves a gold crown. But my own ache determines my visit. No matter how able a young doctor, he must wait patiently until his "practice" averages enough ills a day to keep him busy.

Just as statistics represent a market without estimating its one vital factor—desire—so statistics measure circulation without estimating its one vital factor—attention. Coverage is a noble term. But it doesn't mean much. It

belongs to the same type of abstract conception as the protection we have had when we start a new year without having collected any insurance.

Nobody can deliver a market. Nor even a circulation. Each time our big Detroiter runs a good enough advertisement in a good medium he will get some of its circulation. If he runs simultaneously in several media he will naturally have a slight overlap. But he certainly needn't lie awake nights worrying about people who are not interested reading his advertisement twice. For those who are interested he can afford to duplicate his advertisement just as often as they will read it. It's the people who don't read the ads that waste the money. Not the repeaters. If single advertisements really dip very deep into any publication's entire circulation, the one surest way to assure the maximum duplication of circulation would be to keep right on advertising in that same publication. Yet a whole year's schedule in a good magazine—"100 per cent duplicate circulation" —might easily pay very much better than any less stable program.

RIGHT here, however, we encounter one of those crazy quilts of reasoning which makes advertising such a fascinating game. Repeating advertising to the same people in the same magazine is unanimously agreed to be beneficial. It is understood to produce "cumulative" results. Attempting to reach those same people with the same advertising through another magazine, however, becomes "duplicate" circulation. And, therefore, our big Detroiter weeps about his waste, just as if he had really paid twice for something he could have secured by paying once. So far as "waste" goes, skillful and patient repetition of the same idea is

So far as "waste" goes, skillful and patient repetition of the same idea is the only known formula for certain advertising success. Whether advertisements are repeated tandem or abreast makes little difference. Which conrse is better in any given case depends entirely on what the advertiser is trying to accomplish. And even if an advertiser makes a mistake and works backwards, the margin of safety in any reputable circulation is so generous that loss can safely be forgotten. Duplicate circulation is one of the most badly judged and badly juggled factors in advertising.

Advertisers' Index

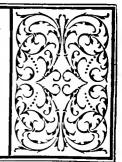
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	Abendpost	Industrial Power 13 13 14 15 15 15 15 15 15 15
	[b]	[l]
	Baker's Helper	Lennen & Mitchell, Inc
	Butterick Publishing Co	Marchbanks Press 64 Market Place 72 McCall's Magazine 45 McClure's Magazine 41 McGraw-Hill Book Co., Inc. 56 McMillan, Inc., W. C. Facing 51 Myers & Golden 57
	Calkins & Holden, Inc. 13 Capper's Farmer 53 Chaney Mfg. Co. 68 Chicago Daily News. Inside Front Cover Chicago Evening American 63 Chicago Tribune Back Cover Cleveland Press 39 Columbus Dispatch 77 Cosmopolitan 18	[n] National Register Publishing Co 60 New York Daily News
	[d]	New Yorker11-15
	Delineator 16 Des Moines Register & Tribune-Capital 35 Detroit Free Press 7 Detroit Leland Hotel 68 Detroit Times 51	[p] Photographers Association of American 11 Pittsburgh Press
	[e]	[8]
	Einson Freeman	Shoe & Leather Reporter 60 Shrine Magazine 52 Southern Planter 48 Southern Ruralist 67 Standard Rate & Data Service 81
e :	[f] Farmer's Wife 65	
- to-	Farmer's Wife	Textile World 79 Topeka Daily Capital 60 Topics Publishing Co. 46
	[g]	
8 - 7	Gas Age-Record	[u]
-	General Outdoor Advertising Co. Insert Bet, 50-51 Good Housekeeping	U. S. Envelope Co



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference to The Editor will be glad to receive items of news for inclusion in this department to Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City

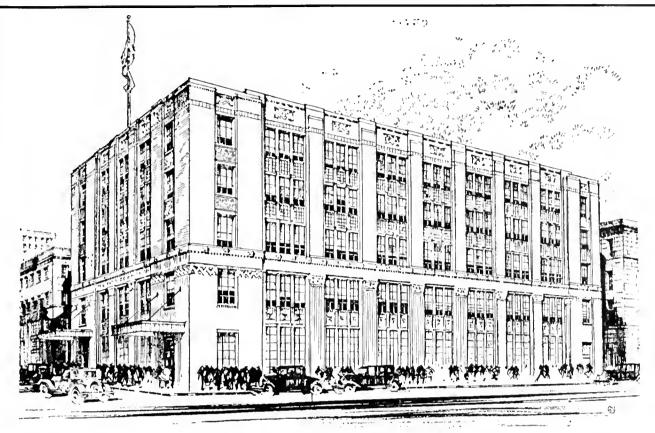


CHANGES IN PERSONNEL (Advertisers, etc.)

Name	Former Company and Position	Now Associated With Position
	. Charles C. Green Adv. Agcy., Inc., New York. A. A. B. Kirschbaum Co., Philadelphia, Adv. Mgr.	Memphis, Tenn Adv. Mgr.
watter C. Henmann	. A. B. Kirsenbaum Co., I imaderpina, Adv. Mgr.	. Itesigned
G. O. Everett	.Barton, Durstine & Osborn, Inc., New York .	.A. B. Kirschbaum Co., PhiladelphiaAdv. Mgr.
P. H. Barringer	.Eberhard Faber, Brooklyn, N. Y	.Same Company Export Mgr.
Herbert H. Hyman .	. Homer McKee Adv., Co., Indianapolis, Ind., Vice-Pres.	. Keystone Knitting Mills, Ltd., London, England Dir. of Merchandising
E. R. Hodges	The May Co., Cleveland, Asst Adv. Mgr	. Same Company Adv. Mgr.
C. G. Durfee	. Society for Electrical Development, New York	. Pyrene Mfg. Co., Newark, N. J Sales Engineer
II. O. Raymond	. W. B. Wilde Co., Peoria, Ill., Adv. Mgr	. Haag Bros. Cor., East Peoria, Ill Adv. Mgr.
Alfred H. Bartch	. American Bosch Magneto Corp., Springfield Mass., Gen. Sales Mgr	
Gates Ferguson	. The F. B. Goodrich Co., Akron, Adv. Mgr	. Same Company Adv. Dir.
Frank Tucker	. The F. B. Goodrich Co., Akron, Mgr., Local Add Mgr.	7. . Same Company Mgr. Goodrich Branch Office, Toledo

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
David D. Lee	. Charles C. Green Adv. Agcy., Inc., New York.	.Same Company	Vice-Pres.
T. J. Laurimore	. Ruthrauff & Ryan, New York	. Stanley H. Jack Co., Inc. New York, Omaha, Neb	
Reed G. Landis	Arnold Joerns Co., Chicago	Same Company, Now Reed G. Landis Co	Pres.
Arthur Wright	Potts-Turnbull Co., Chicago, Acct. Executive.	. Henri, Hurst & McDonald Chicago	
J. H. Welsh	. Portage Adv. Agcy., Akron, Pres	. Welsh & Johnson, Inc., Akron	Pres.
James H. Johnson .	.Plain Dealer, Cleveland	. Welsh & Johnson, Inc., Akron	Vice-Pres. and Secy.
Alfred F. Jones	The Battle Creek Gas Co., Battle Creek, Mich The Farm Journal, Philadelphia, Adv. Mgr John Ring, Jr., Adv. Co., St. Louis, Mo.,	,	
Eu. B. Garuner	Vice-Pres.	. Adamars Advertising Company, St. Louis	Production
		. Adamars Advertising Company, St. Louis	Account Executive
R. M. Singer	D'Arcy Advertising Co., St. Louis, Mo., Placing Dept.	. Adamars Advertising Company, St. Louis	Production
Charles H. Gillette.	Adv. Dept		
A. K. Higgins	.Campbell-Ewald, New York, Mgr	.Edwards, Ewing & Jones New York	,



The Akron Beacon Journal will move into this modern new plant about Sept. 15.

GROWING— with the AKRON MARKET

The Akron Market, in the center of the rich "Ruhr District" of Northern Ohio, is constantly growing and taking in more territory.

Akron is, according to the latest U. S. Census of manufacturers, second in Ohio in amount of wages and in volume of manufacturers, surpassing even three larger Ohio cities. Akron is tenth in volume of manufacturers in the U. S., a remarkable record for a city ranking 32nd in population.

The AKRON BEACON JOURNAL

—paralleling this growth, has constantly increased its circulation until it is now over 60,000, more than one to each family in the Akron Market;

—has frequently taxed the capacity of its presses to meet the advertising demands of national advertisers and local merchants, often turning away copy because the former maximum was filled. Even so, the Akron Beacon Journal ranked 1st in Ohio and 6th in the U. S. in advertising lineage among six day newspapers.

AKRON BEACON JOURNAL

Member of The 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives

New York Philadelphia
Chicago Los Angeles San Francisco



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • Aug. 24, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

Vame	Former Company and Position	Now	Associated With Position
W. P. Lloyd	Charles Daniel Frey Adv., Inc., Chicago, Art Dir	.The	Geyer Co., Dayton,
Ray C. Beery	Ruthrauff & Ryan, Inc., New York, Copy Chief	The Ohio	Geyer Co., Dayton, Acc't Executive
E. D. Kennedy	Time, Cleveland, National Affairs Editor		nk Seaman, Inc., New
W. R. Enyart	Fairbanks, Morse & Co., Chicago, Adv. Dept	. Buel Chie	kley, Dement & Co., agoSales Promotion

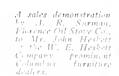
CHANGES IN PERSONNEL--(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
Roger Patterson	Lord & Thomas and Logan, New York, Mgr. Magazine Media Dept.	Walter C. McMillan, Inc. New York	
S. F. Needham	Globe-Democrat, St. Louis Adv. Staff	.Allied Newspapers, Inc	. Chicago Staff
W. L. Ralston	Penton Publishing Co., Cleveland	Engineering and Contracting Publishing Co., Chicago	-
E. L. Rea	Straud B. Galey, Chicago	.Children, The Magazine For Parents, New York.	.Eastern Staff.
Alberta H. Williams.	J. Walter Thompson Co., New York	.Children, The Magazine For Parents, New York.	.New York Staff.
G. C. Sevey	Phelps Publishing Co., Springfield, Mass., Vice-Pres.	.Same Company	.Pres.
	Phelps Publishing Co., Springfield, Mass., Treas.	.Same Company	Treas. & Business Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The A. P. W. Paper Co	.Albany, N. Y		.Frank Seaman, Inc., New York
Brown, Durrell Co	. New York	.Gordon Hosiery	. Calkins & Holden, New York
The Piso Co	Warren, Pa	.Cough Medicine	.The Richardson-Briggs Co., Cleveland.
Lacquer-Well Spray Co	.Cleveland	.Spray Guns	. Nelson Chesman & Co., Cleveland.
Art Stained Shingle Co., Inc	.Buffalo, N. Y	.Stained Shingles	.J. Jay Fuller, Buffalo.
The Smith & Hildebrand Co	.Olean, N. Y	.Kitchen Equipment	.J. Jay Fuller, Buffalo.
Arthur Perry & Co	.Philadelphia	.Finance	Charles C. Green Adv. Agcy., Inc., Philadelphia.
The Scutan Co., Inc	New York	.Waterproof Paper	.The Corman Co., Inc., New York.
Bourday, Inc.	.New York and Paris		. United Adv. Agey., Inc., New York
International Proprietaries, Inc	.Dayton, Ohio	other proprietary	l . Charles C. Green Adv. Agcy., Inc., New York
E. & J. Bass, Inc	New York	.Vanity Case	. United Adv. Agcy., Inc., New York
The Sonora Phonograph Co	Saginaw, Mich		s .Campbell-Ewald Co., Detroit
The Underwood Battery Co	. Cleveland	.Batteries	.The H. L. Stuart Co., Cleveland
The American Maize Products C	o.New York	. Food Products	.E. T. Howard Co., Inc., New York





FLORENCE STOVE COMPANY



This combination makes it easy for the Dealer to say

The most influential ve-

hicle that can be employed in opening new accounts as well as the maintaining of satisfactory relations with established dealers in Columbus and Central Ohio is an advertising campaign in Ohio's

A Dispatch advertising schedule installs enthusiasm and inspires confidence in both the salesmen and their prospects. Repeated tests have proven that tremendous prestige is created, sales resistance minimized and that necessary thing to complete success—quick-buying action on the part

Greatest Home Daily — The Columbus Dispatch.

Salesmen are requested to make the Columbus Dispatch their headquarters

Here every available service is provided such as statistical and merchandising information, route lists, portfolios of the advertising campaign, etc. The Dispatch representatives are in constant contact with Distributors in all lines and can arrange for personal introduction when desired.

FIRST IN COLUMBIAS DISPATCH FIRST IN CIRCULATION

Ohio's Greatest Home Daily



Advertising • The NEWS DIGEST • Aug. 24, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
Adolf Gobel, Inc	Brooklyn, N. Y	Meat Products	. Lord & Thomas and Logan, Inc., New York
Alpina, Inc	Berne, Switzerland	Snake, lizard and oth leathers	
Shanklin Mfg. Co	Springfield, Ill	Battery Clips	Hurja-Johnson-Huwen, Inc., Chicago
The Brooklyn Bureau of Charitie	es.Brooklyn, N. Y	Publicity	Robinson, Lightfoot & Co., Inc., New York
The Tech Food Products Co	Pittsburgh	Ice Cream and Soft Drinks	Ketchum, MacLeod & Grove, Inc., Pitts- burgh
John G. Paton Co	New York	Golden Blossom Hone	y.Michaels & Heath, Inc., New York
U. S. Mineral Wool Co	New York		t- Michaels & Heath, Inc., New York
United Electric Motor Co	New York		t- Michaels & Heath, Inc., New York
Tyrrell Hygienic Institute	New York	Toilet Requisites	M. P. Gould Co., Nek York
Gateway Club of El Paso	El Paso, Tex	Community Advertis-	Hailwy & Lewis, Inc., El Paso, Tex.
The Cuno Engineering Corp		Electric Cigar Lighters	. The Steddiford Pitt Co., New Haven, Conn.
The Boyer International Labora tories		Toilet Preparations	. The Quinlan Co., Chicago
The Lloyd Mfg. Co. (Heywood-Wakefield Co.)	Menominee, Mich	Lloyd Baby Carriages and Reed Furniture	. The Quinlan Co., Chicago
Crosman Arms Co., Inc	Rochester, N. Y	Crosman Pneumatic Rifles	. Hutchins Adv. Co., Inc., Rochester, N. Y.
The Farrell Lumber Co	Seattle, Wash	Lumber	. The Daken Adv. Agcy., Seattle
	VIISC	ELLANEOUS	
m		ELLANEOUS	
The Lyddon & Hanford Co., Ne advertising agency	w York Is now rep Agcy., Ltd.,		Isles by H. Stuart Menzies, Stuart Adv.
Frank G. Morris Co., Inc., New vertising Agency	York Ad- Name chang	red to Morris & Jones, I	nc.
Walter Baker & Co., Ltd., Dorc Mass.		anufactured by this con	Co., Inc., New York. The advertising of appany will be under the direction of the tum Company, Inc. Barton, Durstine & bandle the account.

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Welsh & Johnson, Inc		
	OhioAdvertising	James H. Johnson and E. J. Welsh.
Mortimer-Solan-Goodman, Inc	. 67 W. 44th St., New	
	York Advertising	Lester F. Mortimer, Benjamin Solan
		and Frederick F. Goodman

Arnold Joerns Co., Chicago................................... Name changed to Reed G. Landis Co.

PUBLICATION CHANGES AND APPOINTMENTS

	Victor and Joseph Rider and Leo E. Owens
from C. K. Blandin.	

The Youth's Companion, Boston Will be changed, effective with the September issue, from a weekly to a monthly.



3,321 Paid Advertisements

(Aug. 1926 to Aug. 1927)



"Classified" Volume Unmatched By All Others Combined!

The Rayon Issue

On September 24th, Textile World will publish its Annual Rayon Review. This issue will be the third of a series which has proved tremendously popular with textile men. The past year has been a notable one for rayon. It has entrenched itself in every branch of the industry-cotton, woolen, silk and knitting. Here is an excellent opportunity for advertisers. A selling message in this issue will go hand in hand with the most provocative topic the industry has ever known.

There is no more convincing evidence of Textile World's leadership of its field than its "classified" columns. Here is revealed unmistakably the preference of textile men, for Textile World actually carries more paid advertising than all the rest of its competing papers combined.

The seasoned advertiser knows the importance of the "classified" ad test. It is a determining factor in scores of campaigns. Scan the pages of Textile World's Clearing House in any issue. The story is there.

A comparison of Textile World's circulation with the units of the great industry it serves reveals practically complete coverage. There is no sectional demarcation. All branches of the industry are reached.

Out of the flux of changing conditions in the textile industry, there is emerging a new spirit of progressiveness. Age old traditions are in the discard—there seldom has been a time when mill men have been more willing to *listen* to ways and means for improvement. What have you?

Member Audit Bureau of Circulations

NO.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field.

Member Associated Business Papers, Inc.

10/

334 FOURTH AVE.



NEW YORK



Advertising • The NEWS DIGEST • Issue of Selling • The NEWS DIGEST • Aug. 24, 1927



PUBLICATION CHANGES AND APPOINTMENTS (Continued)

F. N. Doubleday
The Century Publications, New York Have appointed Samuel D. McFadden, San Francisco, as their Pacific Coast representative.
The Soda Fountain, New York
Mass
Southern Ruralist, Atlanta, Ga
Municipal and County Engineering, Chicago
Times-Leader, Wilkes-Barre, Pa Has appointed Story, Brooks & Finley, Inc., New York, as its national advertising representative.
Herald, Huntington, W. Va

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	I o	
Lynn Ellis, Inc	.Advertising	Service1 Madison Ave.	, New York247 Park Ave., N	Jew York.
Carpenter Adv. Co	. Advertising	506 Sloan Build	ling, ClevelaudUnion Mortgage land.	Bldg., Cleve-
The Cramer Krasselt Co. (Western Office)				Los Angeles

To Select the Proper

Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

—supplemented with bulletins-and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

Special 15-Day Approval Order				
STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.				
Gentlemen: You may send to us, prepaid, a copy of the current number of Standard Rate & Data Service, together with all bulletins issued since it was published for "15 days" use. Unless we return it at the end of fifteen days you may bill us for \$30.00, which is the cost of one year's subscription. The issue we receive is to be considered the initial number to be followed by a revised copy on the first of each month. The Service is to be maintained accurately by bulletins issued every other day.				
Firm NameStreet Address				
City				
Individual Signing OrderOfficial Position				

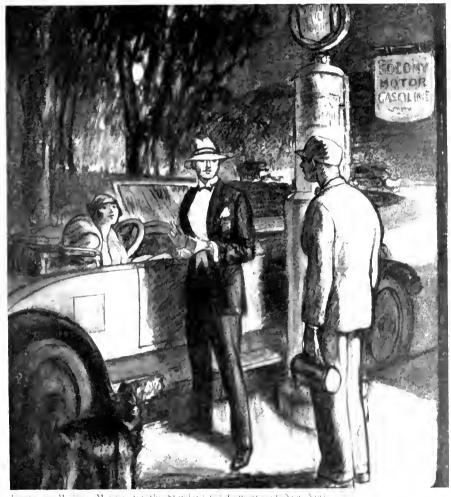
10 AN ADVERTISEMENT BY STUART S. SCHUYLER, PRESIDENT, ALLIED NEWSPAPERS, INC.

READER INTEREST is not measured by millines

Advertising & Selling gives the reader the opportunity to study both sides of every question or controversy...It picks a leading contender from each side and invites them to "go to it". It discusses in its columns the most vital issues facing advertising today—honestly and without favoritism. This editorial policy creates reader interest, the most important asset of any publication...And reader interest is not measured by millines nor weighed by audits. The love of a reader for his favorite journal has no mathematical formula. The articles in Advertising & Selling are keen and clever—they are intelligent and fearless. Yet with all its sophistication and controversy Advertising & Selling is well balanced and dignified.

The circulation of ADVERTISING & SELLING represents a valuable audience for the newspaper publisher seeking to reach the national advertiser and his agency

PUBLISHED FORTNIGHTLY



Will not Morgan for the Standar L.C., Company of New

SEPTEMBER 7, 1927

15 CENTS A COPY

"Nine Factors That Changed the Status of the Farmer" By JOHN ALLEN MURPHY; "Bite Yourself An Advertisement" By RALPH McKinley; "Salesmen Who Travel Abroad" By B. Olney Hough; "Canadian in Name-American in Ownership" By James M. Campbell; "News Digest," Page 102 "FIRST, our entire interest is to enable the advertiser to buy circulation which represents a maximum degree of profitableness to him. This implies concentration in local trading areas, sound character of readers, and a sustained reader interest."

A. H. Ogle, Secretary Association of National Advertisers, in Editor and Publisher, May 28, 1927. (The italics are our own.)

The Daily News Replies:

CONCENTRATION

The accepted "local trading area" of Chicago comprises that territory within a forty-mile radius of the city's center. In this area 95 per cent of the circulation of The Daily News is concentrated.

CHARACTER

The more than 400,000 circulation of The Daily News reaches a majority of the financially responsible families in Chicago. These readers have been won to The Daily News by no inducements except The Daily News itself,

convincing indication that they reflect in their personal characteristics its sane, clean-thinking, progressive spirit.

READER INTEREST

The best proof of the reader interest in a newspaper is the responsiveness of its circulation to the advertising in its columns. Advertisers have put their stamp of approval on the responsiveness as well as on the quality and distribution of the circulation of The Daily News by placing in its columns more lines of display advertising than in any other Chicago week-day newspaper.

	Advertising	Representatives:-	
NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO
J. B. Woodward 110 E. 42d St.	Woodward & Kelly 360 N. Michigan Ave.	Woodward & Kelly Fine Arts Building	C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation for the Six Months Ending June 30, 1927, 441,414—95 Per Cent in Chicago and Its Suburbs





"Indispensable!" . . . because of its remarkable absorbency

The CHARLES AND CONTROLLES With Controlled to the CHARLES AND CONTROLLES With Controlled to the CHARLES AND CONTROLLES AND CON

CELLUCOTTON ABSORBERT WADDING

mfort for patic en in sultry we

Cellucottinn
lighter and
than cotton,
permits the
necessars to

unsurpassed ble economy as standard majority of

and Cellumpes—that are meeting proported has he review days when all Belds are conformal easier to the conformal easier to the

Well gladly send a generous, usable supply of all thee products. Simply mail apost card. There sho cost—noushigation—escept that you goe them a last trial.

(Aluays look for the blue easily identified surapper, itemped with the trade-marked name "Cellusattan Absorbent II adding")

Lewis Manufacturing Cir. of Canada, Ltd. 14 Victoria Square - Montreal, Quebei

TTON ABSORBENT



Every inch absorbs! . . . no extravagant waste of material

on name (c) is the chosen that reason are colored by the colored b

The triangle of the control of the c

CELLI COTTON ABSORBENT WADDING

Is the Doctor in?

The best "brass tacks" advertisement in the world won't sell a nickel's worth unless the advertisement is read. This agency always has contended that to get an advertisement read in competition with the content matter of magazines or newspapers, both headline and copy must be far above ordinary-whether the interest is attained by skillful writing, by pertinent facts or by both.

. . . . Consequently when we ad-

dress doctors and hospital authorities we talk in facts they cannot afford to overlook-sparing no effort to make those facts vitally alive and interesting.

If you are the "doctor" in a company whose sales need stimulation, we shall be glad to show you examples of advertising that have helped to increase sales for several manufacturers.

Joseph Richards Company, Inc., 255 Park Avenue, New York City.

RICHARDS · · "Facts First · · then Advertising"



THE INDIANAPOLIS NEWS measures up—thoroughly and precisely—to the definite requirements that the experienced advertising space buyer holds so essential for wise selections.

The largest daily circulation. . . . The most complete coverage in Indianapolis, plus the proper ratio of suburban and outlying coverage. . . . Journalistic prestige and advertising standards that

command respect for every advertisement. . . . A permanent audience assured by carrier-delivered home circulation. . . . Constant leadership in local and national advertising linage Intelligent merchandising cooperation.

When the space buyer writes The IN-DIANAPOLIS NEWS on his list, he knows *absolutely* that he has made the correct selection.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

FRANK T. CARROLL, Advertising Director

NEW YORK: DAN A. CARROLL 110 East 42nd Street

CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

A Pattern to Model After

"T is time we appreciated the necessity of developing a proper understanding of man himself. We brag about how scientific we are and then in our handling of business and industry, we fail to make careful application of fundamental principles that Divine Wisdom has seen fit to employ in constructing that most perfect of all machines—the human body."

We had just finished dinner, and the doctor, who had been speaking, settled back in his

most reflective mood.

"I don't quite get just what you are driving at," said the manufacturer, a bit nettled over the thought of a medical man presuming to lecture man-

agement.

"I'll try to make myself clear," continued the doctor. "First let me remind you that no machine ever constructed is so efficient as man himself. As an organization the human body is unequalled. It is so flawless in its functioning under a wide variety of conditions that no great change has been made in it for thousands of years.

"May I ask if anyone has ever created a pump as perfect as the human heart? Here we have a machine that makes more than two and a half billion strokes and pumps more than nine million gallons in the course of an average lifetime. The heart makes 4320 strokes, pumps 15 gallons an hour, and

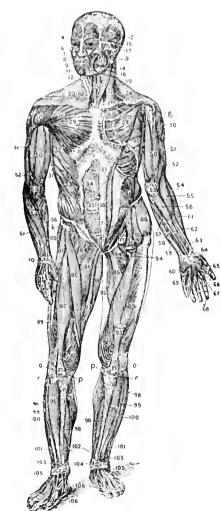
stays on the job for more than 600,000 hours unless the owner does something foolish that closes down

the plant.

"Where is there a telegraphic mechanism equal to that comprised in our nervous system; a wireless apparatus so efficient as the voice and the ear; a motion-picture machine so perfect as the human eye, and a ventilating plant so wonderful as the

nose, lungs and skin?

"No electrical switchboard can compare with the spinal cord, and no other system of power transmission is so efficient as the red corpuscles which carry oxygen to the tissues. The nerves of odor are so sensitive that they will detect less than one-millionth of a gram of oil of roses, and they are so reliable that there is never any mistake in the message they carry from the nose to the cerebrum or



The human body—the most perfect of all machines

executive headquarters. Our sensory nerve of light and color sensation which carries impulses from the organs of vision to the cerebrum is so wonderfully made that a cross section of it will show more than half a million nerve fibers."

"But what has all this got to do with the policies of management?" interrupted the sales manager who was one of those

at the table.

"I once had an interesting talk with an extremely clever industrial engineer whose services were in great demand throughout the country," continued the doctor, "Perhaps it was because this fellow talked in a language I understand, or maybe it was due to the fact that his conclusions were so entirely plausible; at any rate he outlined the best pattern for business executives to model after that ever came to my attention.

"He started with the assumption that the human body is the best example of organized control that can be found in the world. Its component parts are of a finer design than we shall ever approximate, and the functions and their relations are coordinated more smoothly than we shall ever be able to arrange human relations.

"All of this being true and easy to accept, he proceeded to the next step which is to pattern our industrial organization after this perfect model, with the full expectation of securing both economy in the expendi-

ture of energy and efficiency in the attainment of

"A careful study of the body as a mechanism, as an organism, and as an organization discloses principles of prime importance for application in our industrial life. First comes the delegation of authority. Regardless of from which point instructions are received, the brain decides and then delegates the task to be done to the function or functions designed to perform the job. The body is run by experts.

"The heart never attempts to breathe, nor the stomach to carry blood from place to place. The ear does not make an effort to see, nor the tongue to smell. Everywhere the work is done by specialists. There is centralization; the body does not

[CONTINUED ON PAGE 70]

Detroit is third in building in America; the News is Detroit's building medium



AMERICA'S fourth city has the distinction of being the third in the value of buildings constructed during the first six months of 1927.

During 1926 building construction in Detroit amounted to \$183,721,438, not including the value of the land. It was third in building in 1926 and is third for the first half of 1927. During last year \$103,384,805 was spent in dwelling construction alone.

This gives some idea what a wonder market Detroit is for building and insulating advertisers, and particularly since Detroit can be thoroughly covered by one newspaper.

Five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing The News exclusively. The local builders—those on the ground—place the bulk of their advertising in The Detroit News. During the first half of 1927 The News carried 16,000 lines more builders' advertising than both competitors combined.

Through the use of The Detroit News, alone, advertisers can get the maximum returns at the lowest cost per unit of sale—a fact well known to insulating and building advertisers.

The Detroit News

For 54 Years Detroit's HOME newspaper

ewspaper

325,000 Weekday Circulation

*** that man named Zilch

JOSEPH ZILCH is a skeptic, a crab, and a tightwad. He is genial, trusting, and free spending. He has more money than any other man in the world, with a bit more of common sense thrown in for good measure. Mr. Zilch is the American buyer—jobber, retailer, and ultimate consumer.

Every manufacturer wants to sell him something. Many find the going very rough. The trouble is they think of Mr. Zilch as a very complicated piece of mechanism who can be won only by dogged solicitation or by hip-hip-hurrahing him into a trance of enthusiasm. If the spell lasts until the opportunity presents itself, he'll buy.

Underneath his coat of many colors Joseph is truly orthodox. His reactions to the application of certain sound fundamental principles have been charted. They can be counted on to the "th degree.

The good advertising he sees in his newspapers and magazines is doing all that can be expected of it. Personal salesmanship is of a higher order today than it ever was. But there is something between advertising and selling—an ingredient that molds them into one harmonious force. It is marketing strategy.

All our experience has demonstrated that there seldom is a satisfactory solution to any marketing problem except through careful research and analysis, sound planning and concentrated sales work that takes the interest aroused by the advertising and nurses it into a friendly reception for the salesman.



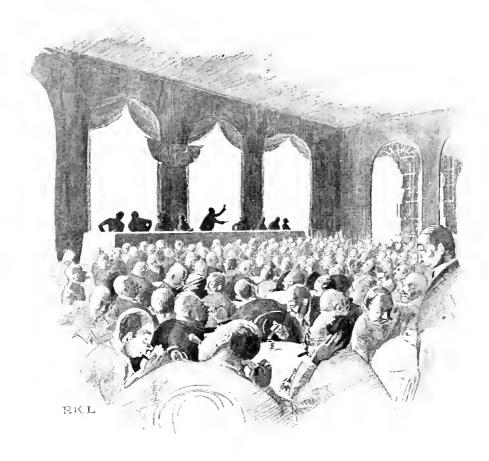
Our clients find our service particularly invaluable in influencing jobber and dealer cooperation. We'll be glad to explain our methods to any executive who is meeting with stubborn resistance in that field, or in any domicile of Joseph Zilch.



Direct Advertising :: Merchandising Counsel 330 SEVENTH AVENUE, NEW YORK, N. Y.

Telephone PENnsylvania 7200

AN ADVERTISEMENT BY G. LYNN SUMNER AND ROBERT K. LEAVITT



He was a Finished Speaker

. . . . before he ever started

"What this great country needs, my friends from the sun kissed shores bequeathed to us by our forefathers land of golden opportunity inspiring prospect brook no interference entangling alliances of the people, for the people fair daughters noble sons ideals of your great organization I am reminded two Irishmen

Thunderous platitudes; resounding generalities.

And we suspect that somewhere in the audience was the editor of Advertising and Selling. We don't know where he learned how to edit, but as a long suffering, professional listener, he has learned how not to. He knows how easy it is to get someone to speak and how hard to get anyone to listen. He knows the one sure way to get attention is to say something worth while.

On that idea he has built the editorial success of Advertising and Selling. He has got his audience into the habit of expecting something worth reading in every page of the magazine—and he never disappoints them. "When I write for A & S," says one contributor, "I know my stuff is read because I get such a raft of letters about it."

People READ ADVERTISING PAGES. Advertising & Selling

WHEN PEOPLE READ A MAGAZINE, IT'S A SAFE BET THAT THEY ALSO READ ITS

- do you know Wy these prominent Advertisers use the Journal exclusively?

SANKA COFFEE

LIPTON'S

TILLAMOOK
Full Cream
CHEESE





KRAFT CHEESE



Local advertising leadership is the forerunner of exclusive advertising in any one newspaper.

The Journal has led in local display advertising linage for the last six years. This accounts for more and more keen buyers of advertising using the Journal, exclusively, to cover the Portland market.

The Journal has the largest daily concentrated circulation of any newspaper in Portland and, with a local daily circulation of 69,065, has a lead of 3,112 over and above the second paper.

Here are a few of the Journal's exclusive national advertisers.

If you would sell Portland, concentrate in the Journal!

The JOURNAL Portland-Oregon



Day's
tailored
Trousers

Westclox

Minton



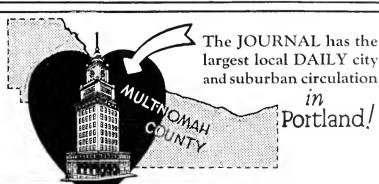


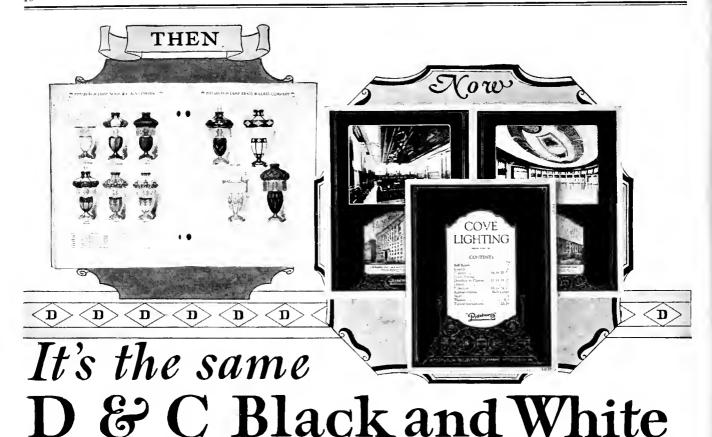


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BENJAMIN & KENTNOR COMPANY Special Representatives

CHICAGO—Lake State Bank Bldg. NEW YORK—2 West 45th St. PHILADELPHIA—1524 Chestnut St. LOS ANGELES—401 Van Nuys Bldg. SAN FRANCISCO—58 Sutter St.





DILL & COLLINS Co's. Distributers

ATLANTA-The Chatfield & Woods Co. BALTIMORE—The Baxter Paper Company, Inc. Boston-John Carter & Co., Inc. BUFFALO-The Union Paper & Twine Co. CHICAGO-The Paper Mills' Company CINCINNATI-The Chatfield & Woods Co. CLEVELAND-The Union Paper & Twine Co. Columbus, Ohio-Scioto Paper Company CONCORD, N. H .- John Carter & Co., Inc. DES MOINES-Carpenter Paper Company DETROIT-The Union Paper & Twine Co. GREENSBORO, N. C .- Dillard Paper Co., Inc. HARTFORD-John Carter & Co., Inc. HOUSTON, TEX.-The Paper Supply Company INDIANAPOLIS - C. P. Lesh Paper Company JACKSONVILLE-Knight Brothers Paper Co. KANSAS CITY-Bermingham & Prosser Co. Los Angeles-Blake, Moffitt & Towne MILWAUKEE-The E. A. Bouer Company MINNEAPOLIS-Minneapolis Paper Co. New York City—Marquardt, Blake & Decker, Inc.

New York City—Miller & Wright Paper Co. New York City—M. & F. Schlosser Paper Corporation

ОМАНА—Carpenter Paper Co.
PHILADELPHIA—The Thomas W. Price Co.
PHILADELPHIA—Raymond & McNutt Company
PHILADELPHIA—Riegel & Co., Inc.
PTITSBURGH—The Chatfield & Woods Co.
PORTLAND, ORE—Carter, Rice & Co. Corp.
PROVIDENCE—John Carter & Co., Incorporated
RICHMOND—Virginia Paper Company, Inc.
ROCHISTIR, N. Y. Geo. E. Doyle Paper
Company, Incorporated

SACRAMENTO—Blake, Moffitt & Towne
SALT LAKE CITY—Carpenter Paper Co.
SAN ANTONIO, TEX - San Antonio Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SAN FRANCISCO—General Paper Company
SEATTLE, WASH.—Carter, Rice & Co. Corp.
SPRINGFIELD, MASS.—John Carter & Co., Inc.
ST. LOUIS—Acme Paper Company
ST. PAUL—E. J. Stilwell Paper Co.
TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Company
WASHINGTON, D. C.—Virginia Paper Co., Inc.

E'VE forgotten how we trimmed the wicks, polished the smoky chimneys and filled the bases of the kerosene lamps of our childhood—but in our files is a permanent record, beautifully printed in process colors, of the lamps of those days. Edward Stern & Co., Inc., of Philadelphia, produced it for the Pittsburgh Lamp, Brass & Glass Company years ago, and the color work is as pleasing today as when it came from the press. It is on Black and White.

A generation later another type of lighting book, produced for the Pittsburgh Reflector Company by the Meyer-Rotier-Pate Co., of Milwaukee, tells the same message of quality on the same paper.

Continuously recognized preference for one paper over a span of years cannot be accident or temporary vogue. It must be based on merit. D&C papers have stood the test of time. If you are not familiar with the complete line ask your paper distributer to show it to you. It contains a quality paper for every printing purpose.

DILL & COLLINS Master Makers of Printing Papers

PHILADELPHIA

It's a Cap from which the Contents Cannot Escape

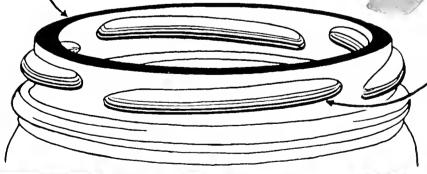
Yet with only a quarter turn the container is nusealed or resealed. It gives your product an *extra* sales value—one that is being used and pushed by others.

Cash in on this part of your package. Send for samples and data.

American Metal Cap Company BROOKLYN, N. Y.

Branch Offices Chicago Cleveland Detroit St. Louis Los Angeles San Francisco Portland Seattle Louisville

This Surface
against
This Surface
forms a Positive
All around Contact
there-by making
a Perfectly Air tight Cap



This Slightly Inclined Multiple Thread Forces Even Pressure all around Sealing Surfaces.

THE AMERSEAL

REG. U.S. PAT. OFF.





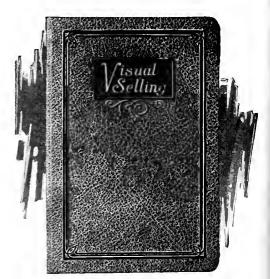
New Book on a new idea in merchandising

THE principles of visual selling—or selling through the eye are outlined in this remarkable new Book. It will be wanted by every sales and advertising executive facing the problems of training salesmen; of selling direct-bymail; of personal selling. The edition is limited to one thousand copies, printed in colors and beautifully bound. Mailed without charge upon request.

"The eye gets it"

The Burkhardt Company, Inc.

Burkhardt Building Detroit, Michigan



Size 6 inches by 9 inches. 44 pages. Printed in colors. Served. Bound in a flexible BURK-ART process cover. More than 40 half-tone illustrations. "Visual Selling" is one of the finest contributions ever made to merchandising literature.

To get a copy of "Visual Selling includy write your soame on your letter head and mail it to us.



Courtesy N. Y. Tribune. The ink brush in the hands of Mr. Falls is as holdly moving as a piece of charcoal and as value sensitive as an etching needle. In poster manner Falls is Brangwinesque. When an elephant bulks in a Falls Poster it bulks like the great span of a bridge.

C. B. FALLS

O anyone that might ask who stands in the same relation to American Art, abstractly, that Professor Ludwig Holwein does to the German we should answer, C. B. Falls. If anything, the German is limited compared to this distinctly American contemporary.

C. B. Falls is probably the most distinguished of America's potential Poster artists. Potential is the word—for that poorest of America's commercial art expressions has hardly been intelligent enough to capitalize the fact of this man's special talent. Rather it has been content to dabble with mediocrity and ugliness while practically every other field of applied art seized the opportunity to divert to itself an artist intelligence (*TFETRK) that can touch nothing unless to embellish it.

Thus one does not know exactly, where to look for the next specimen of Mr. Falls' work. It comes upon you unexpectedly from the pages

of a book. Or a trade-mark for some especially significant merchant. The graphic decoration for some fine volume. A beautifully decorative bit of lettering. An alphabet in striking block tints. A design for some fabric. Costume and setting for some unusual theatrical presentation. Always for some distinguished client. Always a masterpiece of drawing,—a triumph of color. Ever dominated by a distinctly decorative composition that is as typical of Falls as another historic decorative manner indicated Albrecht Durer.

C. B. Falls is the panacea for many of the ills attendant upon an age of artistic specialization. When an art director falls heir to some important art problem that is a bit too hot for him he can act on the variation of an old adage — "When in doubt — make a desperate effort to get Charley Falls."



Thanks for expression to Rockwell Kent

THE WALKER ENGRAVING COMPANY

An engraving assignment from an artist like C. B. Falls would surely be an interesting example to a layman getting acquainted with engraving. The paper is selected to influence the ultimate design. The sketch covered with an apparently



chance coating of blue tells only to the intelligent engraver how a preconceived knowledge of the mechanics of engraving is expected to serve the artist. There is a ready understanding between craftsmen who are artists and the artist who is a craftsman

I2% less

but

22% more

While Department of Commerce figures show a decrease of slightly more than 12% in the number of manufacturing plants, between the period 1919 and 1926...

They also show a 22% increase in the amount of horse-power utilized!

The enlargement and consolidation of plants ... the use of improved machinery... the demand for greater production... all have been made possible through the more efficient production of power... with fewer workers.

Remember...whether from central station or private power plant...this energy is generated by the readers of

POWER

The recognized authority on power plant design, operation and power application.

Tenth Avenue at 36th Street

New York, N.Y.

How

Boston's shrewdest merchants sell their market

AMONG Boston's department store managers are numbered many of the most successful merchants in the country—some of them national authorities on sound and aggressive marketing methods.

These men know the Boston market—and know how to reach it. Their actions can be studied with profit by all who look for greater sales volume in the Boston territory.

Boston's department stores concentrate their selling in Boston's 12-mile trading area. Here they make 74% of their package deliveries. This area is Boston's Key market—the greatest concentration of people and wealth in New England.

How the Globe covers this buying group

And to sell this market these stores use the Globe first—daily and Sunday. The daily Globe carries more department store advertising than any other Boston paper. The Sunday Globe carries more than the 3 other Boston papers combined.

The Globe has attained and held this position of leadership because it appeals to all classes of Boston people regardless of race, creed or political views. It is the only Boston paper to hold a uniform circulation seven days out of every week.

To men the Globe offers general news, editorials and sports, free from bias or favoritism.

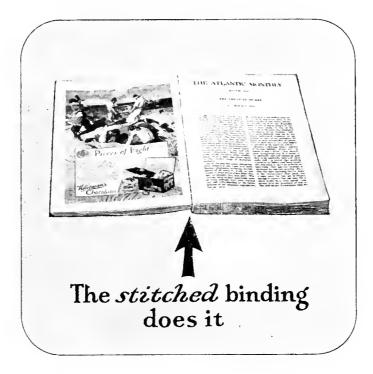
To women the Household Department is a daily guide in thousands of New England homes.

Merchants who know Boston have found that the Globe's readers constitute the strongest buying group in this territory. That is why the Globe is the backbone of successful advertising efforts directed at the Boston market.



The Boston Globe

The Globe sells Boston's Buying Group



12 Points of Distinction in The Atlantic Monthly

OPENS EASILY— STAYS OPEN!

III

Circulation 110,000, ABC Net Paid—Rebate Backed Guaranteed No need to jump on The Atlantic before reading, to keep the magazine from snapping shut when each page is turned.

Mere mechanical detail, but important, because it establishes the line of least resistance to each advertising page.

An Original Atlantic Feature Since 1857

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

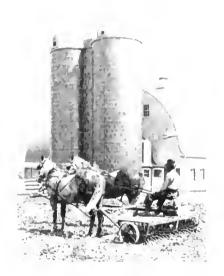
Boston, Mass.

Advertising & Selling

VOLUME NINE—NUMBER TEN

September 7, 1927

Everybody's Business Floyd W. Parsons	5
Nine Influences Which Changed the Status of the Farmer John Allen Murphy	19
Is Newspaper Experience an Aid to Copywriters? S. E. Kiser	20
Bite Yourself an Advertisement RALPH McKINLEY	21
From Steam Car to Studebaker CLAUDE C. HOPKINS	22
Salesmen Who Travel Abroad B. Olney Hough	23
The New Thought in Industry FRED W. SHIBLEY	24
I Speak for Cinderella Christopher James	25
"Be Yourself!" LAURENCE G. SHERMAN	26
How Advertisers Are Using Humor	27
If You Have Tears, Prepare to Shed Them Now Carroll Rheinstrom	31
Canadian in Name—American in Ownership James M. Campbell	32
The Editorial Page	33
Question Your Questionnaire Kenneth M. Goode	34
"This Nervous Shifting of Accounts" H. W. L.	36
Since 1900 Nelson R. Perry	38
Industrial Advertising and Selling	40
Cleverness versus Character in Modern Selling James H. Warren	44
The 8-Pt. Page by Odds Bodkins	46
Buying Space in Britain Amos Stote	66
The Open Forum	68
E. O. W.	82



THE status of the farmer, particularly the economic status, has changed greatly within the past few years. This change has vitally affected his needs and buying habits, and the wide-awake advertiser is the one who keeps abreast of this change and meets the new conditions as quickly as they arise. In this issue John Allen Murphy contributes an article which discusses in some detail nine of the most important influences which have conspired to bring this change about. This article is in part supplementary to a previous article of his, "Getting Farm Business Today," which appeared in the June 15 issue of Advertising & Selling.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

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Telephone: Caledonia 9770

New York: F. K. KRETSCHMAR CHESTER L. RICE CHICAGO: JUSTIN F. BARBOUR Peoples Gas Bldg.; Wabash 4000 New Orleans H. H. MARSH Mandeville, Louisiana

CLEVELAND:
A. E. LINDQUIST
405 Swetland Bldg.; Superior 1817

LONDON: 66 and 67 Shoe Lane, E. C. 4 Telephone Holborn 1900

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The new Ladies' Home Journal is on the stands

The new Ladies' Home Journal is on the stands, containing a representative showing of advertising prepared by The H. K. McCann Company for its clients. Please note particularly the versatility indicated by the advertisements on the following pages:

Page 148 Borden's Evaporated Milk

Page 165 Canners League of California

Page 190 Twenty Mule Team Borax

Page 196 "Vaseline" Petroleum Jelly

Page 197 Hawaiian Sliced and Crushed Pineapple

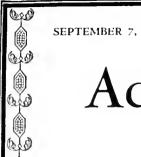
Page 210 Beech-Nut Foods

THE H.K.M°CANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES



SEATTLE MONTREAL DENVER TORONTO



SEPTEMBER 7, 1927

Advertising & Selling

FREDERICK C. KENDALL, Editor

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Nine Influences That Changed the Status of the Farmer

By John Allen Murphy

ING AND SELLING a few months ago. That article attracted much attention. It has been reprinted, it has been made the subject of advertisements, and it has been alluded to in

several publications. For instance, Dr. Glenn Frank, president of the University of Wisconsin, epitomized the article in one of his syndicated newspaper editorials.

The article attempted to depict the present status of the farm market. It showed that the farmer is not nearly as badly off as he thinks he is. The average farm income for the United States is \$2,350. The average farm income for the good counties in such rich agricultural states as Illinois, Kansas, and Iowa, is well over \$4,000. Furthermore the farmer's income has much greater buying power than the city man's.

However, statistics do not do justice to the farm market. Citing the farmer's income and estimating his buying power tells only part of the story. It is true that half of the country's population lives on farms and in towns that are dependent on

¥ETTING Farm Business To- farm trade. It is true that the inday" is the title of an article come of the rural half of the populawhich I wrote for ADVERTIS- tion, in buying power at least, does not fall far short of the income of the urban half. But this does not fully explain the importance of the farm market.

To explain it, we must strike out

on another tack entirely. Let us compare the farmer of today with his father of thirty years ago. There is a vast difference between the two. The farmer of thirty years ago was popularly known as a "rube" or "hayseed". The hick type of farmer no longer exists, except in funny pictures and in

vaudeville. The 1927 model farmer does not differ from the city man as far as knowledge, culture, clothes and appearance is concerned.

What has brought about this change? There are nine factors or influences which must be given the major credit for having placed the farmer on a social par with the city resident. These influences are:

Rural Free Delivery The Telephone The Motor Car Good Roads Concrete Water Systems Moving Pictures

Electric Light and Power. Other influences played a part in the metamorphosis of the farmer. Some of these other factors are: the gasoline engine, central heating plants, the phonograph, the Chautauqua, the agricultural



college, consolidated rural schools and the county agent. In the present study, however, we are concerned with only the nine influences first enumerated.

The thing that made the farmer a "hick" was his isolation. Cut off any person from frequent contact with the outside world and in a few years he will become a "hick". As a "hick" he will think, talk, act and live differently from city people. People who are in constant communication with the outside world, are greatly influenced by this contact. They come under the power of suggestion and before they realize it they begin accepting the suggestions which they are daily receiving from society.

It is for this reason that all persons living in an urban society, tend to live on the same plane as their neighbors. Some one in a community puts a composition roof on his

house. Presently others follow suit. In a few years, the composition roof has become the vogue in a locality.

Remember the first owner of an automobile in your town? His townsmen laughed at him. After a time, some one else got enough nerve to buy a car. Shortly, a few more joined the automobile-owning class. In a few years the mental resistance of the whole town against automobiles was broken and everyone bought them that could scrape the money together.

It was the same with short skirts, balloon tires, furs in summer, rayon, the vacuum cleaner, the washing machine, sending children to a summer camp, and every other innovation that has ever been introduced. People scoffed at them at first and wound up by accepting them.

Anyone who understands psychology knows that these people could not help themselves. As soon as

they fell under the subtle influence of suggestion, they were doomed to accept the innovation that was being proffered. Suggestion, if it is kept up long enough, always works. People think that they will be able to hold out against it, but eventually ninety-nine per cent of them will capitulate. Trace the history of any new thing that you please and it will be found that that has been the invariable history of the public's attitude toward it.

But until the nine influences, that have been mentioned, came into existence, the farmer was comparatively immune to suggestion. Not having daily contact with society, he did not receive the innumerable suggestions that are constantly being sent out by fashion, by change and by the every-day actions and habits of people.

As soon as the nine influences did [CONTINUED ON PAGE 48]

Is Newspaper Experience an Aid to Copy Writers?

By S. E. Kiser

I might be supposed that a man who has had newspaper training, especially on the editorial side, would be peculiarly qualified for the production of advertising copy, but there are certain reasons why such a supposition would not always be well-founded.

The successful editorial or feature writer is pretty sure to develop style. His work takes on certain characteristics by which his associates are able to identify it immediately, though it may not be signed.

Having developed a style of his own, the editorial man is likely to find, when he begins to write advertising copy, that, instead of having an advantage, he is burdened by a handicap.

The advertiser usually knows exactly what he wants, as far as copy is concerned, and it is useless to argue with him if he does not happen to like the individual style the writer has acquired. He is not paying for style, nor is he interested in the enhancement of the copy man's literary reputation. His one purpose is to sell his product. If he has found that a certain kind of copy is effective in advancing that purpose he will not be persuaded to change it for the sake of artistic improvement.

To the former newspaper man, keen upon the scent of subjects, and trained to strive for originality in presenting them, it will probably seem absurd to work one idea over and over, or to say the same thing in about the same way time after time.

He will want to introduce ideas of his own, and, perhaps, try to make each piece of copy tell an entirely new story, or tell the old story in an entirely new way.

If his ideas happen to find favor with the advertiser, or if his new copy "slants" and "appeals" win approval, he may consider himself lucky, but if there are objections it will be wise for him to submit without argument. Making a stand for an idea or for the manner in which it shall be presented may be effective in an editorial council. It is useless, however, to try to convince an advertiser against his will. The thing isn't being done.

Here, then, is a bit of advice to former editorial men who are endeavoring to write advertising copy, and it is offered by one of them:

Give the advertiser what he wants, no matter how badly it may hurt. If you don't, somebody else will.

Bite Yourself An Advertisement

By Ralph McKinley

THE was rumbling along toward home atop a Fifth Avenue bus when she glanced up and noticed in the seat ahead a certainly big, and probably tired, business man intently reading an advertisement in his Sun. As her own salary flows from an advertising pen, the young lady read over his shoulder. And this is what she read:

"Bite Yourself an Alphabet" "What dld she spell?"

"They were sitting. The sun was setting. He said, 'You are the only one I ever loved.' She was a pretzeleer. She grabbed a handful of O-So-Guds from the lunch basket. She bit rapidly and laid each completed letter on the green grass. The first three lotters were: first three letters were:

APP

"Can you supply the other seven letters of this compound word and tell what her answer was?" "You, too, can pretzeleer, but you'd better eat about seven before you start making letters. The O-So-Guds are so good that it's hard to ston eating to spall—unless you can stop eating to spell—unless you eat

And so on to the end. The gentleman reader then went back to the "A P P" and began moving his lips and counting on his fingers as he concentrated on the problem of finding a ten-letter compound word beginning with "A P P."

This is the only one of the sixteen advertisements in the newspaper series on National Biscuit Company pretzels which requires any head work. The rest of them have no puzzle department. All are recommended to those who are interested in advertising that is worth reading because it amuses the audience to which it is directed.

The National Biscuit Company is one of the very largest units in the food industry. with thousands of employees, hundreds of products and millions in sales. It is refreshing to find a concern of this size and importance willing to run

copy completely free of that silkhatted pomposity, mistaken for dignity, which makes the advertising of so many large concerns stuffy and The National Biscuit Company treats its pretzel advertising with the lightness and frivolity that

Bite yourself an Bite yourself an Alphabet Alphabet "Mr. Pretzeleer is What did she spell? busy in conference" O-SO-GUD O-SO-GUD PRETZELS **PRETZELS** SUM JIM SUM. IIM SLIM SLIM PRETZEL PRETZEL JIM JIM STIGKS

the subject deserves, yet the copy has plenty of straight selling punch. The advertisement above goes on to sav:

"Uneeda Bakers bake pretzels brown, bake them brittle, bake them crisp, bake them crunchy. That's what makes Q-So-Guds so good to eat and so easy to digest.

"Ynd they're salty,
"Pretzeleers eat pretzels with hors
d'œuvres, with soup, with salad,
with dessert, with cheese, with leed
drmks, with tea, on picnics, between
meals and all the other times there
are to eat.
"Good for children."

Then in small type beside the illustration of two styles of pretzels:

"O-So-Gud is a full grown pretzel all tied up in knots. Who tied it? Uneeda Bakers, Ask us another, "Shm Jim: Not so big but just as good to eat. Slim Jim is long, lean, lanky. Sold in handy packages."

All the advertisements suggest the formation of letters by biting away certain sections of the twisted pretzel. The first of the series explains:

"There's a new order—the Order of Pretzeleers. Any man, woman or child, from 6 to 60 can join. All you need to belong is a set of teeth (first teeth, second teeth, or store teeth) and some O-So-Gud pretzels.

. . . . You initiate yourself by biting out an A. Like this. . . . Bite your A and you're a member. After you bite your A, eat it. Then go as far as you like up to Z."

Another one begins like this:

"Very, very high pressure executives make it a rule to pretzel at least once every afternoon. They find that biting out letters rests their 90 hp. brains. Try it. Lock the doors. Send out word you're in conference and start biting. A good word to bite is

because it helps make you believe you are—busy, at least, being a pretzeleer."

And another:

And another:

"Back in '73 Grandpa was the pretzel biting champion of Kokono County—and he's still good. He can bite straight through the alphabet without spoiling a single pretzel. Bobby can already make a 'H' in a single bite, but he's apt to leave rough edges on his 'Q's.'

"In a statement recently bitten, for the press, Grandpa said: 'Uneeda Bakers' pretzels are

O K

Pretzels today are better than ever.

Pretzels today are better than ever. Crispier than the kind we had when Grant was president."

What a lot more fun for the writer to write and the reader to read this kind of copy than some of the things that might

National Biscuit Pretzels are crisp and abounding in flavor because of the skillfulness of our pretzel benders, some of whom have been with us for 97 years."

Or this one:

"Pretzels baked by Uneeda Bakers have that supreme goodness because they are made from handpicked flour, garnered with the dew still on it and rushed to the foundry at the gardenside."

Or this one:

"Science says now you, too, can have the apple cheeks of perfect health if you will eat a peck of pretzels a day."

That had better be enough.

My Life in Advertising—VIII

From Steam Car to Studebaker

My Automobile and Tire Advertising Experiences

By Claude C. Hopkins

WROTE my first advertisements for an automobile in 1899, I believe. They were in the interests of a steam car made in Milwaukee. My book on the car was entitled "The Sport of Kings." The model I owned was the first motor car in Racine. My first day of ownership cost me \$300, through the scaring of hack horses and other forms of damage.

I was chauffeur and garage man. It required thirty minutes to start the car, which we had to count on in catching a train. And on more than that. Starting was a small problem when compared with keeping the car going. When we drove ten miles without a breakdown, we boasted of the record. When we ever got through to Milwaukee, about 25 miles, we went directly to the factory for repairs, and we rarely returned that day.

Every ten miles we stopped for water. Then we watched the boiler gage. As the car moved it pumped water, but it often moved too slowly on the roads of those days to keep the boiler supplied. Our seat was on top of the boiler. I remember nights on muddy roads when we watched the water gage go down. At a certain point we knew the boiler would explode, but we kept on going to shorten our walk back home. There are pleasanter experiences than sitting over a boiler on a gloomy night, waiting for it to explode and contemplating the long muddy road

But that experience made me an automobile enthusiast. In the time since then I have written successful automobile ads about some twenty cars.

During my early days with Lord & Thomas, Hugh Chalmers bought out the Thomas-Detroit car, and he came to consult me about it. Mr.



Photo by Poling Studios

He had been, it was said, the highest paid sales manager in the United States while with the National Cash Register Company. I learned much of salesmanship from him. And I was gratified to note that in all our years together he and I never disagreed.

The problems in automobile advertising then were very different from the problems now. For years the situation was constantly changing, like a kaleidoscope. One had to keep very well informed to strike the responsive chord.

N connection with Mr. Chalmers' advertising I featured Howard E. Coffin, then chief engineer for the Chalmers Company. As we go along my readers will note that wherever possible I inject some personality into an advertising campaign. This has always proved itself a very impressive idea. People like to deal with men whose names are connected Chalmers was a remarkable man, with certain accomplishments. They

would rather do that, I have found, than deal with soulless corporations. The naming of an expert in an advertising campaign indicates a man of unique ability and prominence. He may be unknown to the public. He generally is at the start. But when a manufacturer features him, people accord him respect. He soon becomes famous; then his name becomes an exclusive feature of great value, Howard Coffin was unknown when I first teatured him. Advertising gave him such prominence that he was made head of the Aircraft Board in the war.

For somewhat similar reasons an individual's name is usually better than a coined name on a product, and far better than a trademark. It identifies the sponsor as a man proud of his creation. It is far easier to make a man famous than to make

an institution. Consider how much names count in theatrical productions, in the movies or in authorship. They are often names created for the purpose. This is also true in merchandising.

In those early days Cadillac and Chalmers cars sold at about the same price-around \$1,500. The Cadillac had an older reputation and was a much handsomer car. But the featuring of Howard E. Coffin gave to the Chalmers a distinction which brought it great success.

We met other conditions as they came up. We found a growing impression that automobile profits were excessive. We met the situation with headlines announcing, "Our Profit Is 9 Per Cent." Then we stated the actual costs on many hidden parts. The total was over \$700, and it omitted all the conspicuous parts, like the body, upholstery, etc.

That brings up another point in advertising: the advantage of being specific. Platitudes and generalities

[CONTINUED ON PAGE 88]

Salesmen Who Travel Abroad

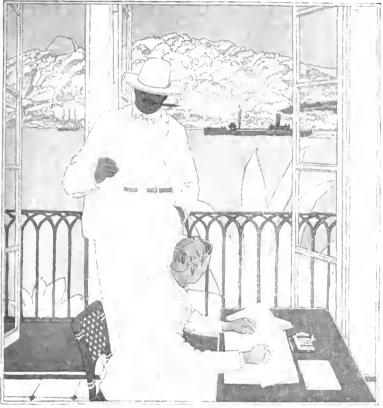
By B. Olney Hough

AWDUST was still in his hair -he came to us directly from a mill. His clothes were something fantastic-they still are—and he never has learned to buy a hat that fits. He can't spell, you ought to see his letters. But good Heavens, how that man can sell saws! When it comes to foreign traveling men, as for me I don't give a tinker's damn whether he can read and write so long as he can sell goods," It is an experienced and successful export manager talking.

Is there something of a shock in this for those of us who have been impressed by the strenuous teaching that no representative of an Amer-

ican house must ever be sent into foreign fields who is not a combination of the Admirable Crichton and Beau Brummel? We need not be shocked, we need not revise our ideas and our theories, for the answer to the puzzle,-"What sort of men should be chosen as foreign traveling salesmen"—is simple in expression, if exceedingly difficult in execution. That answer is, the first qualification of a salesman anywhere, abroad just as at home,—the ability to sell. All else is secondary. But there comes the rub. How can one determine whether a man can sell, or not? The answer is try him out at home first.

Scores of men have been despatched into foreign countries to sell the products of American manufacturers whose sole recommendation has been the ability to speak a foreign language, or a residence (in apparently any sort of capacity) in the foreign markets to be visited. This seems to be a variation of the old notion that used to prevail among manufacturers that an export man is one who wears his hair



Drawn by Rene Clark for Cram & Co.

long and speaks twelve languages, including the Eskimo.

On the other hand there is the type of exporting manufacturer represented by a friend of mine who makes cheap jewelry. He came to the conclusion that he could probably increase his trade in some of the Latin American markets if he were to send a factory representative to them. So one day the representative he had chosen appeared at my office to get advice, or tips, in regard to his trip and the markets he was to visit.

A S I talked to the man I was more and more dumfounded at his choice as representative, not so much because he was a rough-neck of the crudest description, not so much because he knew not a word of Spanish, had never been outside the State of Rhode Island (we will say) and had no comprehension of other peoples of the world, as because he had had no selling experience whatever. When he had gone I wrote a letter to my friend the manufacturer protesting against his choice. The manufac-

turer thereupon paid me a visit in person. "Well," he said, "that man has been in our employ for twenty years, he knows the business inside and out, he is the most faithful and loval employee we have. We lately made him bookkeeper. For years he had been the most expert of our operators of machines. We thought that he deserved this trip abroad." "Oh, I didn't know that you were running a Home for the Friendless or an Orphan Asylum," observed with some "That's a feeling. long and expensive trip, you know. Don't you want to make it pay? That man won't do a thing except spend your good money." And he did

not. A year later the manufacturer confessed to me that the trip was an utter fizzle from start to finish. Something more than an intimate, inside knowledge of goods and plant is necessary.

Absurd, it seems, to emphasize so elementary a principle, but equally absurd is the ridiculous fashion in which so many manufacturers kiss all common sense goodbye when foreign work or export trade rises on their horizon. A foreign trip is not a junket, nor is there anything mysterious about it. It is a strictly business proposition, involving dollars and cents—plenty of them. If worth doing at all, it is worth doing right.

It is by no means infrequently remarked that the best of all ways of selling goods is through their personal presentation by an adroit salesman. If true at home, this is even more true abroad. Expense and a fear of the unknown deter the great majority of manufacturers from sending salesmen into distant countries, and undoubtedly, as well as rightly, few manufacturers un-

dertake that policy until their trade in export markets has been started and gives encouraging promise. When that point is reached, then every aggressive manufacturer sends his salsmen abroad, regularly or occasionally. Many years ago a cer-

tain American manufacturer of hardware specialties was the butt of much ridicule because he supinely allowed German manufacturers to imitate his goods and steal trade away from him, Today that manufacturer maintains twelve salesmen of his own in other countries of the world, and laughs at the poor German goods. No illustration better indicates the present disposition of modern manufacturers.

But the saw manufacturer whose [CONTINUED ON PAGE 62]

The New Thought in Industry

By Fred W. Shibley

Vice-President, Bankers Trust Company, New York

THE new thought in industry embraces a system of scientific management having three primary essentials:

1. Advance knowledge (research)

2. Planned operation

3. Management control of operation

as planned.

This conception of a scientific industrial system is by no means new in point of time. It is really very old. It is termed new because it appears bright and fresh, having been polished up a bit in recent years and made to sparkle when employed by certain efficient individuals and corporations.

Commercial bankers have learned within the past few years a great deal about sales research and its potentialities as a basis of merchandising and distribution and as a foundation for building a balanced industrial or com-

mercial structure.

One of the first problems that I had to tackle during the depression of 1920-21 was the reorganization of a concern manufacturing chewing gum, a business that I new absolutely nothing at all about. This business was greatly over-expanded; it was out of balance in every particular.

In order to liquidate the surplus assets without undue sacrifice it was nessary to continue operations. Current operating losses, however, were excessive and therefore the problem confronting us was, in the first place, to continue operations without loss and, secondly, to establish the business on such a profitable basis as would enable the company to pay its debts and reestablish its credit.

The first step was to separate the good, active assets from the surplus and questionable assets. The question of my banker associates which I then had to answer was, "Could the good active assets be utilized in an operation without loss?"

To answer this very pertinent inquiry it was necessary to determine in what amounts and at what price the several products of the company could be sold and where they could be sold.

The key salesmen covering the sales

territory of the company in the United States and Canada were called in and consulted as to sales conditions in their several locations. They were asked the size and conditions of current stocks in jobbers' retailers' hands, sales methods and the selling influence of advertising and other sales stimulants. Finally they were requested to estimate for the coming year what they thought could be sold and to whom, in their terri-

The salesmen so consulted realized, as I did, the gravity of the situation and gave serious consideration to each question propounded. They hesitated to estimate possible and probable sales. Their jobbers were in every instance overstocked and demand was by no means as great as during the war pe-

Nevertheless a sales estimate by months was obtained, an estimate well under the sales volume of preceding years, but each of the salesmen when he had submitted his estimate, assured me it was conservative and that he would go back to his territory and produce the volume of business he had forecasted.

HE next problem was to plan a production schedule which would harmonize with the sales volume forecasted and to relate working capital, plant requirements and personnel to the operations so planned. It had to be co-ordinated with the sales forecast so that the income from sales should exceed somewhat the costs of material, labor, sales expense, advertising, administration and interest on active capital employed. To demonstrate the ability of the management to do this the dollar of sales was broken down into its constituent parts, as above enumerated. The dollar of expense had to be fitted into the dollar of income.

The planning and accomplishing of this desired result was our greatest task. The first sales dollar set up showed, as I recall, that the cost of each dollar of sales was one dollar and fifteen cents. Then began a process of squeezing a \$1.15 bulk into a \$1.00 space and to do this each item of expense had to be scrutinized, pared down wherever possible and in some cases decimated.

In particular, I remember clearly

that we had a tremendous struggle, lasting several days, over the expense item "Advertising" which had been left to the last in the squeezing process. Advertising was considered the life blood of this business and I was warned to go slow in reducing it. After patient study of this acute problem, the knife had to be used for the simple reason that no other expense item could be pared further, and this was done with the feeling of the surgeon who conducts a kill-or-cure operation.

The making of the sales dollar accomplished, the next thing to do was to find a man as president of the company to put the plan, as outlined, into action and control its operation. The old management was not in sympathy with our proceedings and went its way.

At the end of the first year the sales were only a few thousand dollars less than had been forecasted and a small operating profit had been made. The second year, sales were increased and we of the bankers' committee, watching this company convalesce, saw that under the system of control originally devised, every dollar of increased sales bore only a cost covering raw material, direct labor and a small variable burden. In brief we saw that profit is made in largest volume on the last \$10,-000 of sales within the fiscal year.

I said to the president of this company several months ago, "We have done so well let's go after another million dollars' worth of business."

I did not wish to break that sacred budget of ours, but I wanted to be So it was planned to feel our way by testing different advertising methods in various markets, employing them as advertising laboratories on different styles of product.

This experiment convinced us that when other expense items of a sales dollar are fairly well standardized, the result of increasing or decreasing the percentage allocated to advertising can be observed in a convincing way. The float feed in a carbureter must be so adjusted that it will permit the flow of exactly so much gasoline into the explosion chamber of an engine and no more. In a similar way the advertising budget should be so planned that it will obtain the maximum result with the minimum of cost.

Portions of an address delivered before a dinner to the officers and clients of Cowan, Dempsey & Dangler, Inc., New York.

I Speak for Cinderella

By Christopher James

T is in some such rough and ready way as this that most advertisers determine their advertising appropriations:

Sales last year.

Expenditures for advertising.

Advertising cost per unit.

Raw materials will cost | more | than last | less | year |

Competition will be | keener | than ast | year |

Competition will be | keener | than ast | year |

Other factors, such as labor. freight and selling expense, are considered. These, however, do not vary greatly. Indeed, they vary so little that the estimates which wellorganized enterprises set down as covering them are astonishingly close to actuality. In most cases the advertising appropriation is fixed without very much regard for these factors. What the sales and advertising managers chiefly concern themselves with is-how much did we sell last year? What was the advertising east? How much should we sell next year? In what way and to what extent will raw-material costs and competition interfere with our ambitions? When approximately correct conclusions are reached on those points, the rest is

The next step, usually, is to apportion the appropriation. So much is set aside for magazine advertising, so much for newspapers, so much for outdoor advertising, so much for store signs, so much for street cars. It is all very simple.

In the last year or two, another medium has insisted on being recognized. This is the radio. To provide for it, many advertisers have increased their appropriations. Others, and I imagine they are in the majority, have rearranged their appropriations. They have lopped off ten or twenty thousand dollars from this and as much more from that. In this way they have found money for the air-man.

May I point out that all these media are brought to the advertiser's attention in ways that leave little to be desired from the seller's standpoint? An extremely effective business-creating machine is constantly at work in their behalf. Letters are written, calls are made, the telephone and telegraph are requisitioned. Equally important is the fact that the advertising trade journals, quite unconsciously of course, further the interests of these mediums in that a very large percentage of the articles they print have to do with some phase of newspaper, magazine, street car, billboard or store advertising.

NEANWHILE, an extremely potent form of advertising is in grave danger of being overlooked. This refers to sampling. This medium has no paid advocates. No advertising trade journal devotes pages to it. Such a thing as an annual convention of samplers is unheard of. No high-powered salesman ever calls on advertisers and tells them they ought to sample, regardless of whatever else they do.

There are more than a few things in Claude Hopkins' reminiscences now appearing in ADVERTISING AND SELLING regarding which there is room for honest difference of opinion. However, when he says the following in the June I issue, he puts into words the undying conviction of every man who has practised advertising, not merely theorized about it:

The hardest struggle of my life, has been to educate advertisers to the use of samples; or to trials of some kind. They would not think of sending out a salesman without samples. But they will spend fortunes on advertising to urge people to buy without seeing or testing. Some say that samples cost too much. Some argue that repeaters will ask for them again. But persuasion alone is vastly more expensive.

Advertising copy is more brilliant today than ever before. It is, if anything, too brilliant—so much so, that often it defeats its own purpose. Art work is far better than it was only a few years ago. Outdoor and street car advertising have been put on a sound basis. But most men who have to do with advertising are so busy passing judgment on the details of what might be called

the accepted mediums of advertising, that they forget that such a thing as sampling exists.

Sampling is the Cinderella of advertising. The great trouble with being a Cinderella is that one is apt to be forgotten. The dear girl sits in a corner and waits, hoping against hope that Prince Charming will see her—not only see her, but speak to her and ask her to dance with him. Sometimes, he does; but the chances are all against it. It is for that reason that I speak for her.

Mr. Hopkins will bear me out when I say that there is hardly an advertising problem which sampling, in some form or other, will not help to solve. This may seem to be an extreme statement. But it isn't. Any advertising agent who is worth his salt can, if the advertiser insists, find work for Cinderella. That is, he can figure out a method whereby sampling can be applied to his particular problem.



[CONTINUED ON PAGE 87]

"Be Yourself!"

By Laurence G. Sherman

🐧 UPPOSE I have just purchased a new-fangled eggbeater, widely advertised as being everlasting in point of wearing qualities, finish and material. It is a good egg-beater, which beats eggs better than anything yet devised. But it has little crannies in the blades which are very hard to clean, and my wife says that this defect offsets its admirable qualities, because the yolk of egg is a notably obdurate substance which will not readily yield to hot soapsuds, but must needs be scoured off; and scouring in the narrow crannies is a laborious task.

Now, suppose further that I personally know the sales manager of the egg beater company. I take the offending beater to him one day and tell him that I think it is a

world-beating egg-beater, but it has one serious fault, which I proceed to point out to him in a spirit of constructive criticism. What does the sales manager say and do? First, he expresses his appreciation of the criticism; and if it is something that lends itself to practical correction, he starts the wheels turning to eliminate the trouble. Or he may explain to me just why it would be utterly impracticable to cure the fault. In any event, when I leave his office, I feel satisfied that this concern is sincerely trying to produce a real egg-beater, and is on the alert to perfect it in every possible way. And I go home and stoutly defend the egg-beater to my wife.

Now let us suppose that I don't know the sales manager or anyone else connected with the organization. The company is located in a distant state, and is a personality to me only as I have visualized it through its advertising.

I have been told in four-color double spreads in the national magazines that this company is the very dickens of a going concern; that it



It would be folly to suppose that the highly paid executive of a large corporation gives his personal attention to every letter that comes to his desk. Rather he passes his mail on to some thirty dollar a week correspondent who answers it in his characteristic thirty dollar a week style. In a single instant good will built up by long years of extensive advertising may be destroyed.

is just what all the rest of the big advertisers are, if I make myself clear. My plaintive note about the crannies in the beater blades must perforce be sounded by mail, instead of in person. So I write a letter which says exactly the same words I would say in the hypothetical interview cited in the first paragraph.

THREE weeks later I receive this reply: "Subject: Defective Egg-Beater. Dear Sir: Yours of the 20th ult. received and contents noted. We are sorry you have experienced trouble with your Beatemup Egg-Beater, and will be glad to replace same if the fault is due to any defect of material or workmanship. If you will mail the eggbeater to us, securely packed, we will examine same and will make replacement if the trouble is not due to abuse or rough handling. Please be sure to write your name and address plainly on the package. Yours very truly, (stamped signature) Sales Department, The Beatemup Mfg. Co."

Now just who is the Beatemup Company trying to be when it writes that kind of a reply to an intelligent letter? It surely isn't itself. It has spent hundreds of thousands of dollars each year to invest itself with a personality which stands for cheerful willing performance; it has humanized itself so that people will think of it as a real group of regular people, understanding the knotty problems of egg-beating in the American home. And when the pinch comes, it falls down with a resounding whack, and assumes the form of a meager, thirty-dollar-aweek sales department correspondent, whose job it is to sort out the mail and fit form paragraphs together to compose a reply which in his opinion answers the question.

Day after day, all over the country, this process of concealing the real personality of important companies by a shoddy cloak of anothy and indifference grees on

of apathy and indifference goes on. Years ago I was in the sales department of a large small-tool manufacturer. I saw letters go out to important customers which would arouse a shout of laughter, if the situation weren't so tragic. Imagine this one-and it's gospel truth: "We have your valued inquiry of the steenth instant, and are pleased to advise that we do not make this model any more, so cannot quote you prices. Thanking you for your inquiry, however, we beg to remain, Very Truly Yours," . . . When the sales manager saw the carbon copy he groaned and said, "Poor M- doesn't view with

Just this last spring, I bought two or three phonograph records of a type that was a distinct innovation. After playing them a few times, I noticed that where the volume of sound was greatest, the material of which the record was made broke down, and the result was a scratch

alarm, but points with pride!"

[CONTINUED ON PAGE 72]

How

Advertisers are Using Humor





To illustrate "The Singing Share" an advertisement prepared by Federal Advertising Agency for American Safety Razor Corporation. Photograph by Lejaren à Hiller

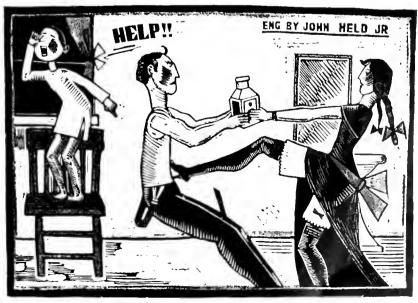


One of a series of ingenious photographs by Anton Bruehl to animate the Fabric Group trade-mark of Weber & Heilbroner



Instructing the Cook—a long time ago

This comes from London. It is taken from an order blank of Fortnum and Mason. H. Stuart Menzies, London



A domestic tragedy pictured in woodcut style by John Held, Jr. The product: Hind's Honey and Almond Cream. The agency: Barton, Durstine & Osborn



Why Venus and I Parted

I sm a man who loved—and lost \$75.

Veous appealed to two of my weaknesses. I have beauty, and I love to express my induced to the state of the stat

How lovely she was! Her lines were luscious, she was grace personnied, she shone like a silver goldens in the summer sunshine. But (I learned later) she was as dumb at she was besurful.

I thought Venus on my radiator would express my individuality (Pm that wey. I have my initials embrudered on my shirts.) I wanted my motor care to be different—to show person. Venus on the radiator they would say. There yellow the properties of the radiator they would say. There you have the radiator of they would say. There you have read that they would say they

Fine! But no sooner had I taken Venus as my one and only than I began to see her on other care—hundreds—thousands—all of whose nwners were expressing their individuality with this same Venus. Venus was a gurl with a lost linear!

of lores!

Then one day, 92 miles from Nowhere, my car went dead. The garage man who towed me in found the connecting rod hearings fried to a crisp. "Didn't you know you were out of oil and water?" he are heart of the connection of the connection

"No, how could I'm I said.

Re looked at Venue and replied "It's that

dame on the radiator. You birds with them pretty paper-weights on the fronts of your cassalware have the kind of trouble. The place for them ornamental statues is home on the mantle-piece. What you need there is a Boyce Moto Meter. The report bill you \$25.

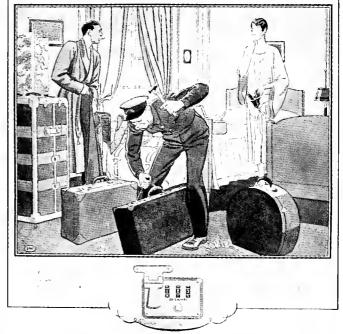
Then Venus and I parted—and we parted had friends. I gave her to Aunt Ella to use for a door-stop—or throw at the cal.

From now oo, I keep a Bovie Moto Meiser on my radiator—and no ormamental buzards, teddy brars, chorus gufs, angels, or other animals from the memagers. Before I'd do without a Moto Meier I'd let nomebody talk me into taking the motor out and filling the space with a geranium hed. Beauty to all right in its place—but beauty as a beauty does—and place—but beauty as a beauty does—and

I have a weakness for knicknacks, but I would just as soon try to raise goldfash inside my radiator as to krep a gregaw on top of at. No more dumb doodsds for me. I parboiled my putons queen this echouse.

Hereafter, I carry my useless ornamenu in the tonneau' Venus was a nice girl — but she wouldn't tell temperature.

don herold

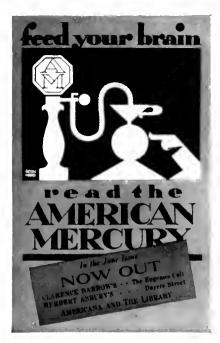


A T left, humor meets a peculiar marketing situation. Picture and text by Don Herold. Agency: Barrows, Richardson & Alley, Above, illustration for The Sesamee Company: Lyddon & Hanford Company, agency. Drawn by J. W. Williamson.



WALLACE MORGAN drew this picture for O. K. Cigarettes. C. W. Hoyt Company, advertising agency. At right one of the Macy pages from "The New Yorker."

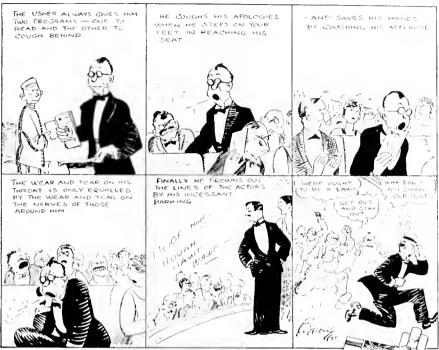




A STORE card designed by
Lucian Bernhard for American Mercury. At right one
of the notable cartoon series by Briggs. The pr

of the notable cartoon series by Briggs. The product, Old Gold Cigarettes; the agency, Lennen and Mitchell.





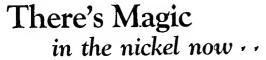




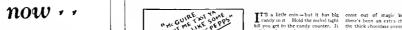
At left, one of a series for McCreery's. Above, part of a letterhead design by Lucian Bernhard for Jerome Walter













Better and Bigger Nickels

If You Have Tears, Prepare To Shed Them Now!

By Carroll Rheinstrom

Director, Advertising Service Bureau. Macfadden Publications. Inc.

WAS very much pleased to read the caption of Mr. Goode's article in the Aug. 24 issue of ADVERTISING AND SELLING: "Why All the Sadness About Duplicate Circulation?"

I had not realized that there yet existed any sadness about duplicate circulation. According to my previous cynical belief, advertising men still bought magazines of about 2,000,000 circulation each, and sincerely believed that they were talking to 10,000,000 readers. And, to continue the reasoning, they multiplied the circulation by a mystic "four," insuring a coverage of nearly half of these United States!

I hope that Mr. Goode is right about this "sadness" business. And if he is, some one should really take five valuable minutes and give him the answer to his question. For when an advertising man in these days of diminishing returns spends stockholders money to buy a theoretical

10,000,000 eirculation—and is actually delivered a number that has been expertly estimated at less than ONE-THIRD of 10,000,000—it is time to thoroughly investigate just what investigations that "big Detroiter" wept over, and whether or not his tears were warranted.

The most recent of these investigations is the National Advertising Survey conducted by R. O. Eastman, Inc. A staff of trained reporters visited 6849 urban homes. They found that not 4000 or 6000 or 10,-000, but actually 23,469 copies of magazines went regularly or frequently into these 6849 homes.

An advertiser buying a dozen magazines with a theoretical 23,469 circulation, according to this investigation, practically receives only 6,-849 readers. Less than 30 per cent of the circulation that he paid for. For each hypothetical \$1,000 worth

Editor's Note

COMEWHAT to our surprise, an article in Dour August 24 issue has already elicited one emphatic rejoinder. When Mr. Rheinstrom's accompanying contribution came into the office. we sent it, with discreet smiles, to Kenneth M. Goode, anthor of "Why All the Sadness About Duplicate Circulation?" the article which started all this. We hereby proclaim our neutrality, and quote a portion of Mr. Goode's letter of reply in the belief that it reflects very aptly our editorial policy in controversial matters of this kind:

Thanks for letting me see Mr. Rheinstrom's story. Other "old timers" like myself will remember when Mike Donlin of the New York Giants stepped into the Knickerbocker Bar and found the floor covered with a magnificent brawl of punching arms and kicking feet.

Mike stood it as long as his Irish would allow. he stepped up to the bartender and whispered. "Say, bo, is this a private fight?" Or can anybody get into it?"

This topic is too big for a private controversy. Why not let everybody in?

We hereby announce that this fight is not private. Everybody in the business is cordially invited to participate--everybody but ourselves, that is.

> of prospects that he plans to reach, he really only talks to \$300 worth!

> A previous investigation made in 1925 by no less an authority than the Association of National Advertisers disclosed that the average magazine group of 1,000,000 circulation reaches approximately only 282,485 readers. This survey corroborates the Eastman conclusions that the advertiser using a full list of magazines actually receives only about 30 per cent of his total "guaranteed" circulation. For every dollar of his appropriation that he spends, seventy cents goes to this mythical master, "Duplication."

But hold your tears....

Jason Rogers, through his former property, the Advertiser's Weekly, conducted duplication surveys in New Rochelle, N. Y.; Waterbury, Conn.; South Bend, Ind., and Newburgh, N. Y. His findings indicated that a magazine list of 2,000,000 circulation actually reached little more than 600,000 read-Again, the advertiser using a number of magazines was shown to be receiving only 30 per cent of the merchandise he had contracted for...to be paying a 70 per cent premium to the powerful "duplication" factor which Mr. Goode, for some unknown reason, defends.

The Thresher Service, Inc., since dissolved into the Batten organization, conducting one of the earlier duplication studies, reported conditions almost identical with those later found by Rogers, the A. N. A. and Eastman.

Over and over the story runs, thousands of magazines published but only hundreds of readers reached. Millions of dollars expended for advertising and 70 per cent of the appropriation thrown to the great god, "Duplication."

Just think for a moment. The advertiser buys one magazine with 2,000,000 circulation at \$10 a line. Are advertising rates high today? Perhaps. But let's see what happens when this advertiser adds another 2,000,000 magazine at \$10 a line. Does he receive 4,000,000 readers for his \$20? These surveys prove that the total is closer to 2,-800,000! And when the advertiser adds another magazine at \$10, his real circulation has become, not 6.-000,000, but more likely 3,000,000.

With the addition of each new magazine, the advertiser's real rate does not add, but multiplies. Many economists complain at a theoretical \$50 line rate for 10,000,000 circulation, but what would such gentlemen as Messrs. Chase and Schlink (well known to Mr. Goode) have to say about that line rate as actually applying to 3,000,000 circulation!

Weep? Why, there should be such a moaning and beating of advertis-

[CONTINUED ON PAGE 78]

Canadian in Name—American in Ownership

By James M. Campbell

🕇 ETTING into Canada is so easy-so **J** gratifyingly free from complications—that one is apt to lose sight of the fact that the Dominion is not a part of the United States. Two minutes after one crosses the border, however, one realizes that one is in a foreign land. The Union Jack flutters from a score of flagposts, the buildings have a solider appearance than on our side the line and there is something about the people—the men rather than the women—which stamps them as of a different race. Unmistakably Eng-

lish, Scotch and Irish faces are more common than with us. But the feeling that one is outside the United States wears off quickly, if one strolls through the business section of any Canadian town and examines the wares with which the shop-windows are filled. All or nearly all our old friends are on display-soaps and collars and breakfast-foods and ready-mixed paints and tooth-powders and typewriters and talkingmachines the names of which have been familiar to us since childhood. And on at least one corner, just outside the shopping district, is a filling station or a garage which is plastered all over with signs of tires and automobiles and lubricating oils whose names we know as well as we do our own.

It gives one a home-like feeling—so much so that one is likely to say: "It's just the same here as in 'God's country." Which is not at all the case. For, if you look deeper, you find that these things which are displayed so prominently are not the products of factories located in the U. S. A., as you might suppose, but of factories located in Canada. And the vast majority of Canadians, I am sure, regard them as "sure enough" Canadian goods.

For example: The Ivory Soap



© Herbert Photos, Inc

which the Belleville, Ontario, grocer sells you was manufactured at Hamilton, Ontario, and not at Cincinnati, Ohio; and the name of its maker is Procter & Gamble, Limited, not The Procter & Gamble Company. The pork and beans, a dozen cans of which you buy before you start out on a camping trip, is not the product of the H. J. Heinz Company of Pittsburgh, Penn., but of the H. J. Heinz Company, Ltd., of Leamington, Ontario. In like manner, the Quaker Oats which you buy in Canada were not made by the Quaker Oats Company of Chicago, Ill., but by the Quaker Oats Company of Peterborough, Ontario. The B. F. Goodrich Company of Akron, Ohio, is known in Canada as the Canadian Goodrich Company, Kitchener, Ontario; the Postum Company of Battle Creek, Mich., as the Canadian Postum Company, Limited, of Toronto, Ontario; and The Sherwin-Williams Company of Cleveland, Ohio, as the Canadian Sherwin-Williams Company—"largest paint and varnish makers in the British Empire."

O it goes. Scores and scores of concerns which are owned in the United States and whose policies are dictated by American business men.

are, by a slight change in name and also, of course, by the addition of the word Limited to their corporate title, given a truly Canadian flavor.

This is as it should be. Canada, though small in population as compared with the United States (9,000,000) as against 120,000,000), is a selfcontained and self-sufficient unit; as much so as the United States. Not only that, it is a part of the British Commonwealth of Nations. The very natural inclination of its people is to buy British goods. And the attitude of the buying

public of Canada is: "If you want us to buy your goods, establish a factory here." And that is what American manufacturers have done and are doing.

The largest American-owned manufacturing plant in Canada is that of the General Motors Corporation at Oshawa, Ontario, thirty-five miles or so east of Toronto. The plant of the Ford Motor Company of Canada is at Windsor, Ontario, opposite Detroit. The Ford Motor Company of Canada is not, I understand, a branch of the Ford Motor Company of Detroit. Nor is it owned solely by H. F. and his son, Edsel.

These two factories turn out fivesixths of the automobiles produced in Canada.

In view of the fact that the general run of wages in Canada is considerably lower than in the United States, it is rather curious that motor-car prices in Canada are noticeably higher than in the United States. Another curious circumstance is that thousands of motorcars, made in Canada, are exported to Great Britain and other parts of the British Empire; and, though made in factories owned by American capital, are regarded as "British made."

The American motor-car manufac-[CONTINUED ON PAGE 87]

THE · EDITORIAL · PAGE

The "Vanishing" Independent Retailer

T has been the fashion to talk of the decline of the independent retailer. Year by year the chain stores grow. The Western Piggly Wiggly led all chain store increase in 1926, with 82 per cent. Other increases are 15 per cent for Liggett stores, 29 per cent for J. C. Penney stores.

The *Progressive Grocer* has made a survey in eighteen cities in which the population grew 48 per cent in ten years. The number of independent grocers had grown 53 per cent. There is one grocer to every 319 people, as compared to 331 ten years ago. A study of the rating of grocers in Ohio indicates that 30 per cent of them are rated at \$3,000, and over 51 per cent at \$1,000 and over.

The truth appears to be that the number of stores of all types is increasing faster than the population, and that independent stores are increasing with almost the same rapidity as chains. The situation is distinctly inflated, unless modern consumer service demands seem to indicate a real need for more neighborhood outlets. Whether this is so is not yet proved, but it is proved that the independent retailer is not "vanishing."

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A City's Family Budget

THE first distribution survey made by our government is a noteworthy event in itself, but it shows some very interesting things. The 11,466 retail stores of forty-eight different types in Baltimore (which was the city studied) do an annual volume of \$390,000,000, an average per resident of the city of \$489. On a family basis this would be \$2,102 per "statistical family" (4.3 people). The average volume per store was \$17,000 in the grocery field, and \$2,000,000 for department stores, which did 27.96 per cent of all the city's volume, while the groceries did 13.9 per cent. The stores doing the next highest in volume were automobile, 4.6 per cent; furniture and house furnishings, 4.2 per cent. Drug stores did only 2.8 per cent. If a luxury-necessity comparison be made, the result is surprisingly poor for luxuries: candy, 1.6 per cent; jewelry, 1.5 per cent; tobacco, 0.9 per cent; ice cream and soft drinks, 0.8 per cent; music, 0.5 per cent; radio, 0.2 per cent—the entire luxury class not running up to more than 11 per cent, inclusive of automobile, which is at least one-half necessity. The Baltimore figures are something of a shock. Perhaps we are due for more shocks as the seventeen other cities now being researched are reported upon.

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Tea Gathers Speed

THE other day a five million dollar tea merger was put through, merging the Carter, Macy Co., New York, with Brooke, Bond & Co., Ltd., of London. Tea enters the "big business" class.

The vigorous campaign conducted by the India tea interests, under the lively direction of Sir Charles Higham, has now really resulted in starting us along the coad to tea drinking; something we've merely toyed with pefore. The annual volume of tea business in the United

States has attained the interesting total of \$30,000,000—more than double what it was not many years ago.

It is to be hoped that our genial visitor and yachtsman, Sir Thomas Lipton, will be spurred to put more thoroughly modern energy behind his American business. It has only occasionally been pushed with real enterprise and adequate advertising; and when it was so pushed, it always went forward. Our American trademarked tens, too, should gird themselves for a new tea day for America. We may yet become a nation of tea drinkers!

@**>**@

Breakfast Food Giants in Battle

THE Shredded Wheat Company is striving to prevent the Kellogg Company from use of the word "shredded," which the latter is trying to use for a whole wheat biscuit. The Shredded Wheat plaint in court discloses that it has expended a grand total of over \$24,000,000 in educational work, until, so it claims, the words "shredded wheat" (descriptive, as so many inexpertly selected trade-names are) have come to mean but one thing to the public. The Shredded Wheat Company says an average of 100,000 people a year have gone through its factory in the last 20 years, thus adding to its public prestige.

The breakfast food field, once a shambles, but of latter years working fairly quietly and effectively, seems once again to be on the verge of a battle royal. Advertising, for a breakfast food very particularly, is the very breath of life. It will now be seen whether such advertising can lay complete hold of words of the English language and exclude others. It is a moot point of some delicacy.

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England's Big Advertising Job

I T has already been pointed out that although the English, with characteristic self-criticism, consider themselves behind America in advertising, nevertheless the per capita expenditure for advertising is actually slightly greater in England than in the United States.

Those who are curious to know how this can be, need only to consider how fully the British Government itself is "sold" on advertising. The new Empire Marketing Board, which aims to increase trade between the Dominions, has just started an annual advertising expenditure of \$4,866,000. A large part of this is to popularize Empire products sold in Great Britain. The result of success with this enterprise is frequently to drive American products out; therefore it is distinctly a matter of American interest.

The English Government proved during the war that it knew a good tool when it saw one, and set a record for a government's use of advertising. It has not hesitated to make use for peace purposes of the trusty advertising tool. The job of commercially integrating the Empire and encouraging Dominion intertrade is a job of gigantic, world-encircling proportions; but advertising is equal to it. It was once said that what held the British Empire together was a state of mind. It will apparently soon be a state of advertising.

Question Your Questionnaire

By Kenneth M. Goode

young men went to war. Those too old to fight sent out questionnaires. The war ended. But not the questionnaire. It became our national substitute for thought.

Honestly handled by an impartial expert, the questionnaire prevents advertising mistakes. Even a few simple questions to the people you meet at dinner tonight may avert disaster. But in ignorant, careless or stupid hands, posing as impartial testimony from a cloud of distinterested witnesses, the questionnaire often furnishes information less accurate than the Ouija board.

Let's assume that John -Dodo blows up the New York Public Library. He is about to hang. Our good Governor leaves the question of a reprieve to a mail vote of the first thousand names chosen alphabetically from the New York Telephone Book. The first name is a lawyer; the second, a carpenter; the third, a stenographer; the fourth, an aviator; the fifth, a manicurist; the sixth, an advertising writer; the seventh, a chauffeur; the eighth, a clergyman; the ninth, an editor; the tenth, a subway guard. And so on down the whole list.

Now it is only reasonable to suppose that John Dodo's crime against literature has particularly prejudiced all who write for a living

Therefore, let us divide the names picked into those with desks and those without desks.

> Desk workers Lawyer Stenographer Advertising Writer Clergyman Editor

> > No desks Carpenter Aviator Manicurist Chauffeur Subway Guard

Not alone the Governor's questionnaire, but any good letter on any subject, ought easily to draw two replies from every ten people in Group "A." But in Group "B" the most skilled letter on any imaginable subject could hardly hope to average more than one reply

N 1917 our nation divided. The from every twenty. To the clergyman at his sermon—the lawyer at his brief—the editor at his proof answering letters is just part of the day's job. To a sailor, civil engineer, cowboy, writing is an adventure. Chauffeurs and subway guards are as glad to write a letter as you are to put in half an hour with a crowbar. A stenographer and a manicurist in adjoining offices are at different ends of the earth when it comes to filling out a questionnaire.

So friend John is hanged—as he no doubt deserves-by a large and enthusiastic majority of those who write easily. But when some editor claims that the mail returns, showing, say, 360 votes for hanging to only 40 votes against it, indicate that all New York strongly favored Dodo's execution, he is talking rot. And one good reporter from the NewYork Evening Post might in one day's investigation prove a vast majority favored a reprieve, if not a pardon!

All that this mail questionnaire does show is the biased opinion of a small special group to whom Dodo's hanging was important enough to offset their respective difficulties in writing a letter about it. Somewhat the same way, all ordinary question-

> naires tend sharply away from the average. In the first place,

not enough people answer to be representative of any great class. Secondly-and infinitely more important-those who do answer are not representative people. On the contrary, they are a particular minority who, for one reason or another, are especially interested in your product or your questions.

To say a certain "cross-section" questionnaire is absolutely false when universally extended doesn't mean it isn't true as it stands.

Nor vice versa.

Nevertheless, probably not one questionnaire in a hundred represents a true cross-section of any greater group. And, unless extraordinary care is taken against this fallacy, any argument adduced from a questionnaire is likely to be altogether fantastic. Especially when expressed in percentages. A loaded shot-gun in the hands of a sevenyear-old cowboy is safer than the questionnaire recklessly turned into a testimonial.

Or worse yet, used as proof of facts.

Therefore, in judging any information announced as a result of any questionnaire—in fact, in judging any advertisement or news article an outsider does well to keep in mind the improbability of spontaneous, unselfish action on a large scale. There are two sides to every ques-

tion. All advertising, and a lot else, consists in stating one side so plausibly that the other is forgotten. As someone has said: "Figures don't lie; but they lick the hand that feeds them." Just as anybody can get plenty of signatures on a petition to hang his most popular friend, so a smart statistician canquite honestly-make his researches prove whatever he has in mind.

For impartial research, undertaken by skillful outside agencies for the purpose of getting real facts, no praise can be too high. Far too few advertising researches, unfortunately, can be undertaken purely in interests of science.

[CONTINUED ON PAGE 80]



BRUCE BARTON



ROY S. DURSTINE BD ALEN F. OSBORI.

BARTON, DURSTINE & OSBORN

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, ir. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine

Harriet Elias

G. G. Florv K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul I. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Veselv Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street

Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Burcau

"This Nervous Shifting of Accounts"

An Advertising Agent Tells a Prospective Client Why Some of His Accounts Changed Hands

By H. W. L.

T lies before me—another of those questionnaires by means of which many manufacturers are trying today to discover which new advertising agent can serve them best. The quizzes vary in many respects, but one question has happened to be on all of the lists that have come to me. It reads, "What accounts have you lost since starting business?" Such an easy question to ask! And so easy to answer.

I might as well admit that my company has been long enough in business to have lost quite a few accounts—including many good ones, too. The mere listing of them almost gives me an inferiority complex. But this time I have decided to answer the question in a new way—I am through with merely typing off lists of names. In the hope that the broadcasting of my reply in this publication may be of service both to advertisers and to agencies, I am including that part of my letter which may be of general interest.

I am not going to list our lost accounts by names. A mere catalogue of them means nothing. The reasons why they were lost are of more importance to you; in some cases I do not think I know the real cause. But I am going to do my best to tell you. The explanations are peculiar in some cases, involving confidence, so that is why I am not going to give the names of the companies.

Cases 1, 2 and 3. These companies were all involved in mergers. In each instance my client was smaller than the company which absorbed it. In these cases my organization had served the client for from three to twelve years, so naturally I tried to hold the business when the merger took place. But the new executives in each case would not allow me even to talk with them. They had agencies serving them with whom

they were satisfied, and they simply transferred these new products to them. In each case the client had been well satisfied with our service.

Case 4. We served this advertiser for only two years. We proposed a novel type of advertising which showed quick and definite sales improvement—the first actual gains in six years. During the first year there was a gain of ten per cent; during the second year, of sixteen per cent.

The president was thoroughly satisfied. The group of executives under him were not. They insisted that the product should be advertised in a more dignified way, but the president stood pat. Then he was laid up with a severe attack of influenza, and came back without his normal health. He was pestered so persistently to change the advertising that he consented to go back to the old style of copy, which meant a break with us. Sales dropped off again, and last year the company was bought out by a competitor.

Case 5. This company came to me saying that they had been much impressed by work we had done for another manufacturer in a related field. They wanted us to prepare the advertising for their commodity; an inexpensive, somewhat perishable article. I commenced the work in good faith.

OME activity was noted during the first six months. The manufacturer was non-committal, then began to show a negative attitude, abruptly dismissing me at the end of the year in a three-line note. He refused either to see me or to talk with me over the telephone.

Confidentially, from one of his executives, I learned why the advertising was stopped. He had never believed in advertising. For years he had counted on loading his jobbers so heavily with goods that they

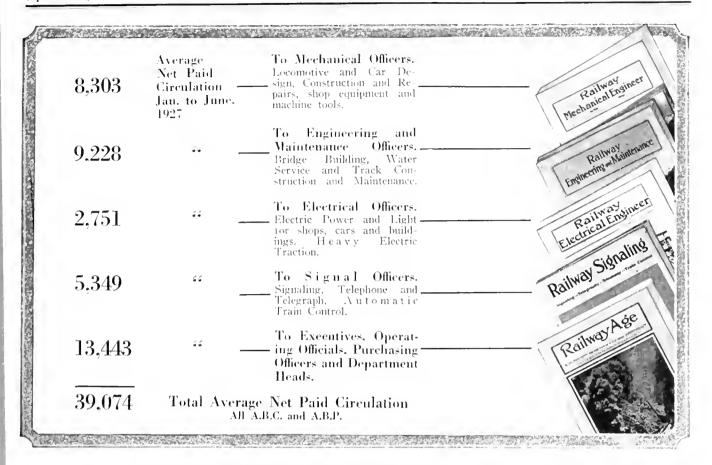
would be forced to sell hard and work for store display. He had got his jobbers to a generally overloaded condition—and their goods were old and stale. The manufacturer then decided to try advertising as a means of unloading. The advertising induced people to try the product, but they naturally found it disappointing and there were no repeat sales.

Case 6. This was a textile business. The president believed in advertising and used it for three years with satisfaction. Then he died. The newcomers did not believe in advertising and cut it off.

Case 7. This company was with us for four years. Their success was marked and they wished to do some new financing to permit immediate large expansion. Another agent had financial connections with which he put them in touch. The contact resulted in a solution of their financing problem and they felt it only right to transfer their advertising account to the agent who rendered this unusual service.

Case 8. This was an account where about \$100,000 a year was involved. A rather difficult product to advertise. I put one of our highest priced men on it. Another agent proposed putting a man on the account on a full time basis. This appealed to the manufacturer and he told me about it, proposing that our man give up work on any other account except his. I told him that such a change would result in an unprofitable situation as far as I was concerned. It would also block my man's chance to advance in business. More important, I explained why I believed that part of a star's time would accomplish more for him than full time from a less capable man. However, I lost out and the account went to the other agent.

Case 9. This advertiser induced [CONTINUED ON PAGE 54]



Departmental Publications That Select the Railway Men You Want to Reach

That is the outstanding value to you of the five departmental publications in the *Railway Service Unit*.

The net paid circulation figures listed above prove that the men in each branch of railway service want a publication which is devoted exclusively to railway problems from the standpoint of their department—and the classification of subscribers given in the

A. B. C. statements proves that these departmental publications reach the men who specify and influence purchases in each of the five branches of railway service.

Our research department will gladly cooperate with you to determine who specify and influence purchases of your railway products and how those railway men can be reached most effectively.

Simmons-Boardman Publishing Company, 30 Church St., New York.

"The House of Transportation"

Chicago: 195 West Adams Street Cleveland: 6007 Euclid Avenue Washington: 17th and H Streets, N.W. Mandeville, Louisiana San Francisco: 74 New Montgomery Street London: 34 Victoria Street

The Railway Service Unit

Five Departmental Publications serving each of the departments in the railway industry individually, effectively, and without waste.



(c) Herbert Photos

Since 1900

By Nelson R. Perry

Advertising Manager, Liberty

JUST a few years ago, a charming miss in a bright red onepiece bathing suit would have started a riot. Outraged housewives in beach front cottages would have drawn the blinds and pulled in their husbands.

Look at the beaches today.

We are just beginning to realize the changes that have taken place in this country during the last decade or so. Many powerful new currents are struggling daily to turn the trend of our lives and consume our leisure time and money.

The individual in a vast spectacle seldom realizes the force of the great drama he is helping to enact. One must get off the stage and climb high in the gallery to get a true overview.

Just a few years back the newspapers never carried the words air mail, lipstick, rum-runner, chain store, step-ins, Federal Reserve Bank, boyish bob, camouflage, parcel post, jazz, League of Nations, Agricultural Bloc, tractor, income tax.

Get out some of your old magazines and read the ads. Here is what you will find: Two and three-roll wire bustles, fifty cents each and guaranteed not to rust; steel waist bands to equalize the strain on the shirtwaist and upper skirt, that resulted

from milady strangling her waistline to produce the unnatural contours style demanded; flannel kimonas; rats; and bicycles with high frames and special guards to keep long skirts from eatching in the wheels. Manufacturers of electric carriages such as the American Bicycle Co. guaranteed a speed of eighteen miles per hour "to the physician to whom rapid transit is often a matter of life and death." Franklin Automobile advertised a thrilling booklet as a result of their car actually being driven from New York to San Francisco in less than thirty-three days.

C ONTRAST these statements with what we have today.

Lindbergh hops from New York to Paris in thirty-three hours. Air mail now carries our letters from New York to San Francisco in thirty-one hours. Since 1905, 5,500,000 miles of telephone wire have been extended to over 58,000,000 miles, and we are still kicking about the split second we have to wait for our connection. The speed devil who got a cup and made roaring newspaper headlines for driving his car sixty miles per hour, has been shoved aside by a man driving over 203 miles per hour—an item which

hardly interested the public for more than a few moments.

Consider the movies. In place of the old melodrama, swaggering to the rattling tattoo of the electric piano in the old nickelodeon, we now have luxurious million dollar productions dancing across the silver screens of the greatest theaters the world has ever seen.

In 1895, Will Hayes tells us, the capital invested in films (not production costs) was slightly over \$1,000. Today the estimated figure is well over \$86,000,000. And every day over 15,000,000 men and women exchange their money for the little tickets that carry them into the romantic world of moviedom.

The legitimate stage is still thriving. The amusement industry is the seventh largest in this country today.

Consider the automobile. In 1905 England was reported to be driving more cars than this country. The United States registration in 1906 was approximately 106,000 cars. Today we have some 27,000,000 families driving over 19,000,000 automobiles—yet thousands of shiny new cars, resplendent in all the color combinations conceivable to man, still glide away from the shipping platforms daily.

[CONTINUED ON PAGE 71]



HIS is a great American emblem which comparatively few Americans know. Yet in Liverpool, Bremen, Havre, Barcelona, Vienna, and other spinning centers throughout Europe and the Orient, to say nothing of the great mills of this country, it is the familiar symbol of the 300,000

farmer members of the American Cotton Growers Exchange.

THE marking of cotton bales, and the advertising of the emblem to the cotton industry has been planned and executed by the Federal Advertising Agency, Inc., 6 East 39th Street, New York City.

NDUSTRIAL ADVERTISING and SELLING

Warming Cold Facts

William E. Kerrish

This department is devoted to discussions and news of particular interest to industrial advertisers. Other articles that apply to both industry-to-industry and manufacturerto-consumer marketing will be found elsewhere in the issue.

SO CONTRACTOR CONTRACT Advertising Manager, Boston Gear Works Sales Co.

NDUSTRIAL marketing and advertising involve, among other things, an untiring search for hard, cold facts—and also the translation of these facts into a sales story which is warm, human and convincing.

In marketing, for example, a line of three thousand sizes and styles of standardized gears-stocked for immediate delivery anywhere in the country-important mechanical and economic facts have to be driven home.

As soon as a buyer is thoroughly aware of, and practically informed about the advantages of, standard-ized gears over other gears, he readily turns from a prospect into a customer.

We say to a gear user: "You can get gear No. 441B over the counter from our Chicago stock. It will meet your exact specifications and cost you \$5.80, whereas if you have it made to order you will have to pay about \$12 for it plus a four day wait." When thus addressed that man will have attaction to the them. that man will pay attention to what we sav.

Therefore, reduced to its simplest terms, our problem is to find out definitely who the almost countless gear buyers really are, and then place before them in a clear and positive manner the facts about gear standardization as they relate to (1) price, (2) workmanship, and (3) what is vitally important in this case,

performance.

In presenting such a sales story to proper persons, pictures greatly. To secure pictures which are to the point, we send to our branch managers and salesmen throughout the country such bulletins as this:

INSTALLATION PICTURES

Prospective buyers of gears are mainly interested in one thing: What our products

will do for them.

The size of our factories, the process of gear manufacture, etc., are of secondary importance: it is results and performance

Performance facts, therefore, are the real basis of any effective industrial advertising, whether in the industrial publications, by direct mail, booklets, or otherwise

vertising, whether mail, booklets, or otherwise.

When we present, in an attractive and convincing manner, proven performance facts, showing just what our gears, speed reducers, and silent chains are doing for others in production increased and money saved, we have the material from which effective industrial advertising is built.

Less missionary work is then required of the salesman, and he can devote more effort to actually getting orders.

We are therefore asking every salesman to send to the advertising department at the home office pictures of our products in action in industrial plants. With such photos a short statement telling about the application is needed. The more promi-

"STANDARDIZATION PAYS"

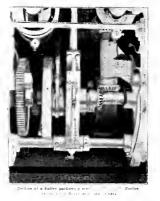
GEARS and BUTTER!



Boston Standardized Gears were used when this butter packaging machine was designed, because they simplify construction-and can be replaced immediately.

More and more manufacturers are adapting standardized gears. They find that standardization does pay-in initial costs reduced as well as in time saved and inconvenience avoided.

A copy of Gear Cutalog No. 47 is yours for the asking



BOSTON GEAR WORKS SALES CO.

NORFOLK DOWNS, MASS.

nent the manufacturer in whose factories the application is shown, the better we like it. His name or picture will not be used without his permission.

Besides photographs, we need statements, if possible signed, from master mechanics, shop superintendents, and other plant executives telling in a few words what our gears mean to their organizations in service and performance.

Our advertising cannot be 100 per cent

Our advertising cannot be 100 per cent effective without such data: therefore send all you can, and our advertising will work for you more than ever before.

These pictures, as received, are turned over to our advertising department, and then soon appear in technical ment, and then soon appear in technical publications under such titles as, "Gears and Butter" (reproduced here), "Evidence," "They Save Time and Money, That's Why There Are Millions in Use," and "Standardized Speed Reducers Save Your Time and Reduce Your Costs."

"Dear Mr. Editor"

By Charles-Allen Clark

General Manager, American Paint Journal Co.

BELIEVE that about 99 per cent of the industrial advertisers do not get the publicity that publishers would be glad to give them and their products.

I think that this is due principally to the frequently disregarded difference between news and "write-up" copy. If you send an editor a story telling

how good your prod-uct is, how much better than anything else on the market, and so on, he is bored. But if you are announcing a new product that is quite different. Publishers are paying news correspondents money for just such copy. Your sending it in not only saves time and money, but

insures accuracy.

Such publicity is worth while, and costs nothing. I think every large concern ought to have some one in the advertising department responsible for publicity; some one who would study each paper's field, become familiar with its closing dates, and send all of the news copy that is applicable. If I were running an agency, I would have some one in my organization do nothing but work with clients in getting such publicity; always bearing in mind that pretty nearly every editor knows his job and his limitations as to space, and that copy should be sent to help him rather than to antagonize him.

E. A. A. to Continue Tuesday Luncheons

The Engineering Advertisers Association, Chicago, will continue during the coming year the Tuesday luncheons, which have in the past proved so helpful in providing a means for interchange of infor-

mation between their members who are buyers of advertising space.

The following are a few of the subjects that will be discussed at an early meeting: Relative merits editorially of various trade publications and a comparison of their results in producing inquiries for advertisers; methods employed by various members in handling inquiries; frank, constructive criticism of advertisements which members care to submit.

D. J. Benoliel

THEY tell me that I was born on October 21, 1899 in New York City, but moved to Niagara Falls, N. Y., when was about a year old. At any rate, I first came into consciousness at a snowball fight



between the Russians and Japs some place near the Niagara River.

This must have cast a shadow upon

"The next thing is to begin treating department store distribution as a unique problem, different from that of the corner drug store."

TRUE TALK, BY RALPH L. YONKER, ADVERTISING MANAGER, THE J. L. HUDSON COMPANY, DETROIT, IN PRINTERS' INK

WE'VE said the same thing many times before. We'll say it again with Mr. Yonker: obtaining and maintaining department store distribution is a unique problem, vastly different from selling the corner drug store, or selling the consumer, or selling any other factor.

It is unique, it is difficult, it requires informed thinking and strenuous effort—but the rewards in this field are richer than in any other. Once you sell a department store on your product you have retained the most powerful existing sales advocate to plead your case with the consuming public. You have employed an assistant who works for you at the point of final sale, where your success is determined. And where the product and price are right the department store never fails.

The way to success in merchandising your product to and through department stores is charted; the proper approach is known; and the influence which can help Tell and sell the meryou make and keep contact is at your chant and he'll tell and service— sell the millions.

Dry Goods Economist

239 WEST 39th STREET, NEW YORK OFFICES IN PRINCIPAL CITIES

The most effective, most economical way to reach and influence dry goods and department stores

my inner consciousness because I moved to the City of Brotherly Love in 1906, attended the public schools, and graduated at the University of Pennsylvania in 1920. During the many hours of leisure afforded by a combined course in Arts and Sciences and Chemical Engineering I had fun editing the Pennsylvania Panch-Bowl, and doing much extra curricula work.

Immediately upon graduation l started selling for the International Chemical Company, traveling in special territories throughout the East. Right at the start I began to dabble in advertising, and by 1923 l was awarded the fancy title of Advertising Manager. During the past year I have also been held responsible for sales. And that's

Back in 1924 I read with great interest about the T. P. A. of New York City and the N. I. A. A. of Chicago. Several kindred spirits interested in industrial advertising discussed these organizations with me, and we thought it would be wonderful if we could have an organization on this order in Philadelphia. I believe the three or four of us wrote independently to the N. I. A. A. headquarters in Chicago, and Brother Wolff introduced some of us by mail. As a result Bill Hays, Greensfelder, Charley Simon and myself met one day at luncheon, and this gathering germinated the Eastern Industrial Advertisers Association.

All of us rounded up a number of other industrial advertising men, and we had a nice turnout at the Adelphia Hotel. The E. I. A. A. was formed, and we petitioned the N. I. A. A. for a charter, which was quickly forthcoming. W. S. Hays was elected President, N. S. Greensfelder, Vice-President; R. L. Bonard, Treasurer, and D. J. Benoliel, Secretary. During the first year we had regular monthly dinner meetings at the Hotel Adelphia and regular Tuesday luncheons at the Russian Tea Room. Great enthusiasm was prevalent throughout the year, and the E. I. A. A. was really a success right from the start.

4 Valuable Book for Industrial Advertisers

The 1927 Book of Proceedings, now being compiled by the National Industrial Advertisers Association, is one which every industrial advertiser should own and keep.

It will contain all of the papers presented at the annual convention of the Association held in Cleveland last May, us well as complete reports of the general meetings, breakfast round table sessions, business and group meetings.

This book, which contains over 200 pages, is priced at \$1.50 to members of the N. I. A. A .: \$2.00 to nonmembers. As the edition is limited, all who wish to be sure of securing a copu should forward their orders at once to H. von P. Thomas. cure of Bussman Manufacturing Co., 3819 North 23rd St., St. Louis, Mo.

Can Renewal Percentages Be Too High?

By a Business Paper Publisher

A few years ago I used to believe that it was highly desirable that a paper show a very high renewal percentage. I think that in some fields a 60 per cent to 80 per cent renewal percentage is desirable. But I have changed my opinion, decidedly, in respect to many other fields.

When we started a new member of our group of publications a few years ago, we solicited only two-year sub-scriptions, and our subscription promotion job was completed-for two years -two or three months before the first issue appeared. We had promised advertisers a guaranteed minimum circulation of 10,000 and instead had over 18,000! A manufacturer ran full pages the first year and when it came around to renewing his contract he told us that while they were not measuring the value of their investment entirely by the number of replies received, that the nature of their copy had brought a large number of direct replies at the beginning of the campaign, but that each month saw a decreasing number received. We changed the copy angle —but the number of inquiries did not increase to any extent. We finally concluded that they had heard from most of the people who were interested or who might be interested in their proposition.

That started me thinking, and investigating. It seemed to me that it was highly important that we get a lot of new names on our subscription lists. I heard that a certain farm paper has little or no paid circulation and that it guarantees to mail its paper every month, or every three or four months. to an entirely different list. I was told that they did this after they found that they could get 12-time contracts by proving that they were "revitalizing" their list every few months.

We have, accordingly, changed our ideas about circulation a bit. We are carefully scanning all expirations and

dropping, without soliciting renewals, subscriptions that are not especially valuable to our advertisers. We are not seeking renewals as persistently as we did. In spite of this the renewal percentage of the June issue of one of our publications was over 60 per cent—and instead of being pleased about it I almost wish that it were around forty per cent! Another of our magazines showed a renewal percentage, for June, was around forty per cent—and I won-der if that figure isn't about right.

This is an interesting subject, one that I think is deserving of discussion. I wonder if advertising managers would not prefer, in a great number of fields, a renewal percentage of say 30 per cent to 40 per cent, the publisher bringing their advertising to the attention of a lot of new subscribers who are desirable customers.

The publisher of a well known group of business publications who submitted these thoughts on renewal percentages has suggested that we compile a symposium of the opinions held by advertising managers on

this important subject.

Discussion is invited, and the letters received will be published for the information of all our readers who are interested.

Cleveland Industrial Division Organizes

At a preliminary meeting of the Industrial Advertising Division of the Cleveland Advertising Club, the following committee chairmen for the coming season were appointed by Division Chairman George H. Corey, advertising manager of the Cleveland Twist Drill Co.

PROGRAM COMMITTEE: Ernest H. Smith, president Hollow Center Packing Co. (Member N. I. A. A. Board of Directors).

PROMOTION COMMITTEE: Joseph C. Bowman, president The Jos. C. Bowman Co.

MEMBERSHIP COMMITTEE: Theo. H. Ball, T. H. Ball & Staff. (Treasurer of the Division).

> NATIONAL CONTACT: C. B. Cook, advertising manager The Elwell Parker Co. (Secretary of the Division).

> EDUCATIONAL: Paul Teas, president Paul Teas, Inc. (Division Vice-Pres.)

> ENTERTAINMENT: Harry W. Dankworth, president The Dankworth Co.

The new national contact committee seemed desirable in view of the increasing activities of the N. I. A. A. Mr. Cook's work on this committee will be to keep in close touch with the officers of the national association, and to make regular reports of his findings to the division. He will also cooperate with each of the other seven local groups in the N. I. A. A.

The first regular meeting of the Cleveland Industrial Division will be held on Friday, Oct. 7, 6:30 p. m. in the Allerton Club residence ballroom.



GROUP of miners in the Grand Rapids Gypsum $oldsymbol{A}$ Mine of the Beaver Products Company, Inc., recently adjudged winner in the Non-Metallic Group of the National Safety Competition conducted by the United States Bureau of Mines

Reaching 462 Readers for One Dollar

N EXCEPTIONALLY LOW RATE, as shown by the figures below, is one reason why so many advertisers have found that SMART SET produces sales at the lowest cost.

Another reason—SMART-SET reaches the younger buying element, many of whom are just establishing their own homes.

Thus, SMART SET, published "for the 4,000,000 not the 400," reaches this younger buying element, when they are for the first time ready to buy many new products—a youthful market, buyers of everything from table silver to kitchen cabinets, from toothpaste to automobiles.

Number of Readers Reached per Dollar Spent for Advertising (Figured on a Page Rate Basis)

Smart Set 462

Average for three leading monthly general magazines

388

Average for four leading weekly magazines

320

Average for six leading women's magazines

279

Source: Current rate cards and Standard Rate & Data Service



CMART SET

Stories from Life

119 West 40th St., New York Chicago Adv. Office, 360 N. Michigan Ave.

Cleverness versus Character In Modern Selling

By James H. Warren

lum during the past five years has been to the right. We have come, not unscathed, through an era in which cleverness was vaunted to the skies. In that era the straightforward in selling all but needed apology when sales executives convened. It was a disgrace to admit that sales success came solely through rigid adherence to sound ethics as well as sound selling.

Thinly disguised as "stunts" and "strategy," the cleverness of the dishonest was encroaching on the mines of many inherently honest sales executives. The Get-Rich-Quick-Wallingford sales and advertising manager was in his glory.

In that era sales managers looked for cleverness rather than character when hiring salesmen. They did not intentionally overlook the importance of character. But they insisted upon cleverness. As a result, the younger salesmen were, primarily, "slick talkers." They dressed well and lived well and out-talked many a buyer. But it is an axiom in credit circles that the buyers who are easily out-talked are the same who crowd bankruptcy courts.

In the war and immediate postwar era a Pennsylvania manufacturer of factory equipment was impressed by the number of "clever young salesmen" who applied to him for positions. His older salesmen. under the pressure of higher costs of living, were demanding higher compensation. Finally the sales manager lost patience. He quietly began hiring and training, not a couple, but three score of these clever live-wires. Then he dropped his old-time sales force, leaving but a few.

By this coup he cut a payroll of just under \$400,000 down to just over \$135,000. It was a seller's paradise into which his new crew ventured—but a paradise that could not last. While rising prices and speculation in the most absurd of commodities existed, these clever young men brought in orders, more than

HE swing of the sales pendu- of sound, seasoned salesmen had brought.

> The sales manager congratulated himself. No one, apparently, thought that the government was paying 80 per cent of the bill and that the saving was a paper-saving rather than a real one.

> When 1920 and then 1921 hit American manufacturers a straightfrom-the-shoulder blow, this organization was wrecked. There was no market for clever young talkers. It was a market that demanded the seasoned judgment of mature salesmen-men who had won the confidence of their customers.

> That manufacturer is still suffering from 1921 and is, by stunt selling, endeavoring to keep up volume. His stunt selling costs more than the one-time saving in salesmen's salaries. It is not only less effective but already has led to rumors of a receivership.

> It is as true, however, that cleverness is desirable, provided it is honest cleverness, as it is that character is desirable. There is need today in advertising and in sales circles for intelligence which justifies the true use of the word "cleverness." But, with the swinging back of the pendulum, dependability is now rated above cleverness in sales circles and is about to pass cleverness in advertising circles.

> THE year-in-and-year-out value of blunt honesty has reached others besides sales and advertising executives. It is now ringing in the Boards of Directors' rooms and, in some cases, even in the conclaves of entire industries.

Only five years ago one of the most brilliant sales executives in the United States told me that he didn't mind a slight touch of dishonesty in a youngster provided the lad was clever. He added, "I don't mean dishonesty of the type that would borrow money from customers and cheat on hotel bills. The lad I speak of is one with enough nerve and imagination to try to lick me at the the old-time, high-priced squadron start on expenses or to pick up a

side dollar here and there. . I'll beat that youngster at his own game, and once he sees that I am riding him with both spurs and a bit, I've got a high-spirited salesman who will bring home the bacon while the tortoise that you prefer is just leaving headquarters.'

It was doubly amusing, as well as pleasing, to me a few weeks ago when I heard him read the riot act to a sales manager who was attempting to build up a compensation system along military lines. This sales manager had included twenty out of one hundred points for honesty. My friend stung him with a single query, "Would you hire a man who was even I per cent dishonest?"

THE Welch Grape Juice Company L has for years been noted for its skill in selling—international selling. It has proceeded soundly in its merchandising, and it has never yielded to the lure of the clever stunt, lacking in basic character. But in its 1927 marketing in this country it is taking an angle which is clever in its truest sense.

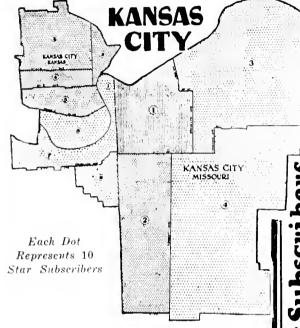
Welch in 1927, building on the foundation it laid so carefully in 1926, is merchandising, with character, the idea of drinking Welch's raw fruit juice-grape juice. It has not merely been placed on the menu of a few dining-cars, but is being prescribed by thousands of physicians. It is appearing on the menu of clubs, hotels, steamships, and dining-car systems as well as innumerable restaurants.

They simply play up the idea that the American public needs a greater consumption of raw fruit juices. A decade ago some other manufacturer of a similar product might have played this across sensationally, cleverly, and with a world of surface appeal, but it would have lacked

A. E. Philips, vice-president in charge of sales of the Welch Grape Juice Company, has a rigid belief that first of all any deal must be a square deal. In this "Declaration of Belief" to the American Grocery

[CONTINUED ON PAGE 79]





THE chart and map on this page tell a story of circulation coverage which reflects an unusual condition.

The Kansas City Star possesses the quality of appealing to the masses as well as to the classes.

So broad is The Star's scope of service, so manifold are its uses to the business men of Kansas City and its territory, that The Star is an integral part of the city's social and commercial life.

Families in Greater Kansas Cirelephones

Nater Rent Payers

Jas Connections

Star's City Subscribers (evening)144,496	
Star's City Subscribers (morning)139,153	
Star's City Subscribers (Sunday)139,788	
Families in Greater Kansas City 146,341	
Electric Light Connections143,542	
Telephones	
Water Rent Payers	
Gas Connections	
(Figures and Circulation as of July 1, 1927.)	

TOTAL Net Paid Circulation (July Averages)

Evening 242,705

Morning 238,441

Sunday 279,162

THE KANSAS CITY STAR

New York Office, 15 East 40th Street. Lexington 10122 Chicago Office, 1418 Century Bldg. Wabash 1067

The 8pt. Page Odds Bodkins

T has always been an interesting subject of conjecture with me as to what our advertisements would read like if the men responsible for the copy were required to set them up in type from the case directly, without writing them on paper at all, and without any opportunity to revise their original set-un.

I have now ceased to "conject" about this. I have witnessed what happens when an earnest soul with a message composes from the case. For I am in receipt of a newspaper published in a Pennsylvania village which is hand set and head set at the same time, without lenefit of revision. I quote one paragraph as a sample:

graph as a sample:

The timely and harmonious singing, the sweet accord in the voices of the Girls' Choir in St. John's Lutheran Choir at last Sunday morning's service caused a passing thought. If they ever valued the opportunity in church music to a higher study of vocal art, if they set real value on the membership side of choir vocalism, which has an artistic side, a more brighter side, a more sacred and sweetly joyful side, than the weekly rehearsal hour. Very near where we sat a young mother very sweetly raised her voice in the hymns and her low intoning in the litany was perfect. We wondered who she could be! If she was a St. John's girl? She was, a former choir girl, one who was in a seat it seemed as it were yesterday. A half dozen years had passed. Girls, it is one of your chances in a lifetime. Be perfect in study.

If this can be done over a simple

If this can be done over a simple Sunday morning service, what might we not expect to come out of a composing stick in the hands of one of our modern copy geniuses in the throes of immortalizing a breath sweetener or a waterproof lip-stick?

-8-pt.-

Perhaps advertising copy can be classified as to style. I know it has been tried, and that one ambitious classifier has achieved a list of forty-two styles of copy, from "reason-why" to "philo-

Actually, there are only two classifications of copy, to my way of thinking. One is copy that produces results, (in terms of sales, good-will or prestige) and the other is copy that does not produce results.

Personally, I have little patience with the classifiers. They remind me of the story of Zuloaga, the Spanish painter, who was guest of honor at a dinner. When the coffee was reached there were speeches, and one speaker said that they were all curious to know with what school the painter identified himself, and who of the great masters had influenced him.

According to newspaper reports, the painter, somewhat embarrassed, arose and asked indulgence on the ground of his lack of English, and that he felt the questions would be difficult to answer in any language.

"I just start out and paint," he said. "I do not think who is influencing me. What I try to say upon the canvas is here in me."

This appeals to me as the best formula for writing advertising that produces results: to get full of the subject, and then get it on to paper in terms of the lives of people you want to influence, rather than in terms of any particular style or school of copy.

---8-pt--

The other evening at the theater I ran across this quarter-page advertisement in the program:



Someone Is in this audience Who would not Be here If tuberculosis Were killing As many As it did Twenty years ago.

For information on the prevention and cure of tuberculosis call or write the New York Tuberculosis and Health Association, 244 Madison Avenue, New York City. Caledonia 2240.

It carried me back to a previous editorial incarnation, when I was crossing t's and dotting i's for Leroy Fairman on the old Advertising and Selling, back in 1910.

Ever since hanging my hat in the editorial sanctum I had cherished a secret ambition to write a world-stirring editorial. The only trouble was, I didn't seem to know where editorials grew!

But one noon while returning from lunch I came upon one most unexpectedly in Madison Square in the window of a tuberculosis display. Hastening back to the office, I devoted the entire afternoon to writing and rewrit-



ing my masterpiece. Toward five o'clock I tremblingly handed it to L. F. He puffed on his pipe stolidly as he read it, and I stopped breathing as he neared the bottom.

"It's all right, Jake," he grunted. "Set it up."

Thus did I become an Editor! Following is the masterpiece, and I quote it because it has a bearing on the theater program advertisement:

A ONE-LIGHT ELECTRIC SIGN

A ONE-LIGHT ELECTRIC SIGN
A very unusual electric sign is being used
by the Committee on the Prevention of
Tuberculosis of the Charity Organization of
the City of New York. This sign forms the
window display at one of its free exhibition
rooms in New York City.
Though the sign bears but a single electric light, it is attracting almost as much
attention from the passers-by as the elaborate Broadway signs. The light is mounted
at the top of a sign about three feet high
which reads:

which reads:

ads:
EVERY TIME
THIS LIGHT
GOES OUT
SOME ONE IN THE
CIVILIZED WORLD
DIES FROM
CONSUMPTION
2 EVERY MINUTE
129 EVERY HOUR
2880 EVERY DAY
1,000,000 EVERY YEAR

1,000,000 EVERY YEAR

There is something about this sign that causes people to stand in silent awe and watch the light go out every 30 seconds. It is impressing the serious nature of the disease, and the enormous number of deaths resulting, upon the public mind more indelibly than could tons of literature. Once having seen the sign you are not likely to forget it soon.

After fighting the disease in the dark, so

After fighting the disease in the dark, so After lighting the disease in the dark, so to speak, for many years, those arrayed against it have at last put into practice their own doctrine of light; they have brought the subject into the light of publicity. They are telling their story to the world, graphically and convincingly; and thus again has advertising come to the aid of humanity.

While this was not quite twenty years ago, it was seventeen, and I think we would all like to know how many times that light would flash now. Perhaps the New York Tuberculosis and Health Association will enlighten us.

-8-pt.-

Ray Giles' article (When Does a Caption Outlive Its Usefulness?) in ADVERTISING AND SELLING of a fortnight ago is given further point by the fact that a well-known mail-order advertiser discovered recently that his advertising of 14 years ago was better than his late copy, and this fall he is going to repeat it verbatim.



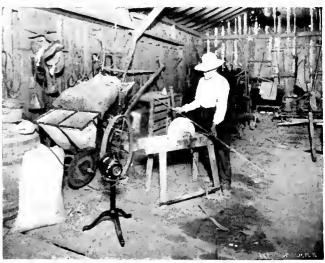
Cough drops, cut stone, or circulation—carloads cost less than case lots * Small packages step up costs—in space buying as well as commodity purchases * When you can cover approximately 70% of the families in the New York market in one paper, naturally it costs more to use several for the same coverage * If you buy all the other morning papers (but The News) in New York, you get only 31% more circulation at 103% greater cost. If you buy all the evening papers, you get 52% more circulation than The News offers, at 150% greater cost * AND whatever papers you use, none is a better advertising medium. Other papers carry more advertising, but The News carries advertising to readers' eyes. The small page gives visibility to all sizes of copy. The contents compel attention to every page. The make-up gives a continuity of interest to the whole paper. Consequently no advertisement blushes unseen on waste pages! * Every advertiser in the New York market needs The News for its efficiency alone. Add the tremendous concentrated coverage of more than 1,200,000 circulation, and the low cost—and The News is easily the indispensable medium in New York * Inquiries cost nothing and may save much! When may we tell you more about—

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 PARK PLACE, NEW YORK





Courtesy Society for Electrical Development

Nine Influences That Changed the Status of the Farmer

[CONTINUED FROM PAGE 20]

start to work on the farmer he, too, came under the power of suggestion and began to accept fashion and the dictates of society, just as city people have been doing. Let us see what each of these influences accomplished.

Rural Free Delivery: The free delivery of mail in the rural districts was the first big step that was taken to remove the farmer's isolation from the rest of the world. It enabled him to get his mail every day, regardless of the weather or the condition of the roads. Thus he got his letters, farm papers, newspapers and magazines promptly.

This placed him in daily touch with what was going on outside.

It made him a more systematic reader. He became interested in advertising. He began to answer advertisements more than he used to, and to correspond about goods that he was thinking of buying. He wrote to the agricultural paper, the state agricultural college, and his representatives in Congress about his problems.

And then, later, when the Parcel Post system was inaugurated, the farmer began to buy more by mail—not necessarily from the mail-order houses, but from the stores in his nearby towns. As a result the farmer could get goods quicker and easier than he could in the old days. He was less frequently out of necessities because he was too busy to go to town to get them, or the roads were too bad to permit him to go to town. A note given to the rural mail carrier one day, would bring him salt or coffee or bacon or whatever he wanted, the next day.

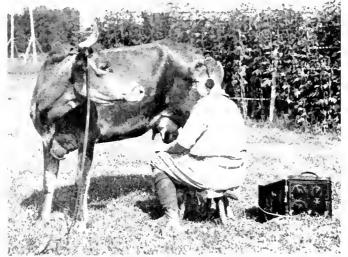
The Telephone: While the telephone is older than Rural Free delivery, it naturally did not immediately come into such widespread use as did the Government's free mail service. Rural America is still less than fifty per cent telephonized,

although in the states that produce the bulk of our agricultural income, about three-quarters of farm homes have telephones.

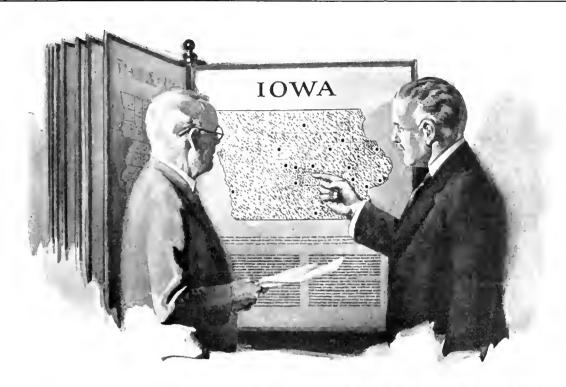
Anyway, the telephone is decidedly one of the influences that removed the farmer's isolation. It enabled him to increase the number of his contacts with outsiders. It made it possible for him to communicate quickly with his neighbors and with business institutions in the surrounding towns. It enabled him to call up the local grain, cattle. or produce markets and ascertain current quotations. In case of illness, the telephone could be used to summon a doctor instantly. Before the telephone, a long trip had to be

made to town to get a doctor. As a result, many hours often elapsed before the physician was able to reach the sick person's bedside. Never did farm life seem so cut off from the world, as it did when there was serious illness in the family.

The Motor Car: The coming of the automobile wrought a bigger change in country living than any other influence that came into it in modern times. No one, who has an automobile, can be cut off from society. For all practical purposes the automobile has made the



3 Herbert Photo



'This Year Our Advertising Covers These Key Centers"

SELLING IOWA Is Not an Open-and-Shut Proposition.

To build a successful sales and advertising plan for the Iowa market, it is necessary to know more about the state than merely "bounded on the east by" etc. Certain factors in the Iowa situation are unusual, and are worthy of careful study.

One of these factors is the number and location of Iowa's chief distribution points. Iowa has a population of two and a half million, but only one city of more than 100,000. Commercial activity, rather than being concentrated in one or two tremendous centers, is divided among a group of important cities, each serving some particular section of the Iowa market.

Advertisers who understand the Iowa situation know that newspaper advertising in these cities is necessary in getting your full share of the business on any general commodity in the rich Iowa market.

IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

ket has been condensed into a 32page book. If you do business in Iowa, you'll be interested in reading it. Free to executives on

Up-to-date, accu-

rate information

on the Iowa mar-

request.

Ames Tribune Boone News-Republican Burlington Gazette Burlington Hawk-Eye Cedar Rapids Gazette & Republican
Centerville Iowegian &
Citizen Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times Dubuque TelegraphHerald and Times
Journal
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City GlobeGazette & Times Gazette & Times

Muscatine Journal & News-Tribune Oelwein Register Oskaloosa Herald Ottumwa Courier Sioux City Journal Sioux City Tribune Washington Journal Waterloo Evening Courier Waterloo Tribune



The interviewing mask! That is what the salesman faces when he calls on a prospect cold.

The prospect listens (business courtesy) either with his mind on other things or for a turn that he can use to bring the interview to a decisive end.

Only the exceptional salesman, calling cold, can make the prospect shed his interviewing mask. But when the prospect has been prepared by interest-arousing direct advertising, he reserves his mask for other occasions. He is reasonably willing to talk.



EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West town and the country one. Before its advent, farmers went to town only once every two or three weeks, and during bad weather they did not go that often. Besides, when they did go to market, they visited a nearby village where stores were few and stocks extremely limited.

With the horse and buggy or wagon, the farmer's buying range was limited to towns within eight or ten miles of his home. Two or three times a year he might travel to the large town fifteen or twenty miles distant. But now, with the automobile, the farmer's buying range has been extended to two lundred miles. If he chooses he can run into the nearby town in his car, every day. He can visit his county seat once or twice a week. He can drive in to the movies any evening in a few minutes. He can go to the big cities in his state, even though they are one hundred or two hundred miles off, as often as he wishes.

The automobile has removed the farmer's last trace of isolation. Coming into contact, as he does now, with society every day, the farmer accepts the habits and customs of society as readily as do city people.

ANOTHER thing the automobile has done for the farmer is that it has given him accessibility to merchandise. Most goods are bought on impulse rather than on deliberate intention. City folks used to buy more than farmers, not necessarily because they had more money to spend, but because they were accessible to merchandise. They had more opportunities to buy than did farmers. Now that the automobile has given the farmer merchandise-accessibility, he is just as ready a buyer of the fads and vogues of the hour as any city resident ever was.

city resident ever was.

Good Roads: The automobile brought good roads, as without them the automobile's own usefulness was limited. Poor roads, as much as anything else, detached the farmer from society. For months each year, country roads used to be impassable. The farmer's contact during this time was shut off to all, except his nearest neighbors. But now, with many country roads as good as city streets, impassable roads are no longer a very acute cause of rural isolation.

Concrete: For the same reason that country roads were bad during winter and rainy weather, the farmer's yards were a sea of mud and slush during several months of the year. Wallowing around in this mire had a depressing mental effect on the farmer. It was one of the things that caused him to regard his lot as hard. It was this eternal slush that drove thousands of young farm lads to the city. But the widespread use of portland cement, in recent years, has largely removed this condition. Farmers have become adepts in the use of cement. Now the progressive farmer's barnyards are paved. Cement walks are laid out between buildings. Mud is no longer an adjunct of farm chores in this day and age.

age.

Water Systems: Another cause of farm drudgery was the lack of water systems. Water had to be hauled to barns and carried into the house. Pumps often froze in winter, adding to the difficulty of getting water. Because of the job it was to carry water into the house, water was seldom as plentiful in the house as it should be. For



IF YOU SELL TO MINES—OUARRIES— **C**ONTRACTORS WE CAN HELP YOU

PLOSIVES

MEMBER OF THE A. B. C.

For five years we have been serving some of the country's bestindustrial advertisers, known most of whom have been in every issue. A number of these firms have written us most enthusiastically regarding traceable results.

FORERUNNER OF PROGRESS

One reason for the exceptional pulling power of this magazine is the unusually high standard of its illustrations, typography, and printing. In this respect it ranks among the finest publications in the country. Another reason is-we are the only magazine devoted to an important phase of operation in four basic industries.

IN MINING QUARRYING CONSTRUCTION

Because our space available for advertising is limited, we give to manufacturers preference whom we can serve most effectively and economically, namely those who are interested in the important markets in which we have become so influential.

For our A.B.C. statement, rate card or other information, write The Ex-plosives Engineer, 1000 Delaware Trust Building, Wilmington, Delaware.



this reason farmers did not wash or bathe as frequently as city people. But the adoption of water systems has removed this point of inferiority, thus elevating the farmer in one more respect on a par with the average urbanite.

Moving Pictures: Moving pictures have had a far-reaching influence on all those who see them regularly. Since the automobile has made it as easy for the farmer to see moving pictures as anyone else, he, too, has fallen under their influence. The movies have shown their audiences how people live all over the world. Through the movies are exhibited the customs, habits, dress, food, housing, furnishings, and every-thing else of the nations of the world. Watching these pictures has increased the farmer's number of outside contacts, breadth of view, and just to that extent has made him more a man of the world in place of the near-hermit that he used to be thirty years ago.

Radio: It is significant that farmers have accepted radio more than have city Proportionately more homes have sets than have city homes. With a radio set in the home, it is impossible for the farmer to regard himself as being removed from society. By means of it he can sit at banquets with the great and the near-great. He can have the music of the Waldorf-Astoria or any other famous hotel, while he is eating his evening meal. With radio, he can turn the voice of the world into his home any time he chooses and benefit accordingly.

Electric Light and Power: This subject has been placed last only because it is the most recent influence to change fundamentally the farmer's method of living and of doing business. As yet rural electrification has not proceeded very far, but it has advanced far enough to show the tremendous change that it will bring about in farming methods and in rural living, before many more years have passed. Farm homes will soon become as completely electrified as city homes are now. market in the country will be found for the dozens of electrical appliances that are now being used so extensively in the city.

But it is in the operation of farm ma-chinery of every kind that electricity will undoubtedly play its biggest part. Long ago farmers learned to make money from the use of machinery. Farmers, however, have not learned to make money out of labor as the city business man has. To be sure, the farmer hires labor, but he regards it as an expense instead of an investment. One reason for this is that farmers have found it difficult to get competent labor.

So, most farmers have only one second-rate hired man. The rest of the labor done on the place is limited to what can be performed by the farmer and his family..

But with the coming of electricity to the farm, an equivalent of many hired hands can be put to work. There are at least 175 operations that can be performed on the farm by electric motors. Most of these operations may be at present neglected, because the farmer hasn't the time to get to them. Electricity will not only do this work, but it will do it at a satisfactory profit to the farmer.
As yet, the rural districts of the

ISPLAY advertising forms of Advertising and Selling close 7 days preceding the date of issue.

Classified advertising forms are held open until the Saturday before the publication date.

Thus, space reservations and copy for display advertisements to appear in the September 21 issue must reach us uot later than September 14. Classified advertisements will be accepted up to Saturday, September 17.

Effective January 1, 1928

The Advertising Rate of

SOUTHERN RURALIST

Will Be \$2.50 An Agate Line

Cover Positions in Rotogravure

Back cover	\$2,500
2nd and 3rd covers	2,200
½ page inside covers	1,100
1/4 page inside covers	550

Circulation Over 435,000 Net Paid

SOUTHERN RURALIST

Established 1893

Serves Every Interest of the Farm Home

ATLANTA, GA.

National Advertising Representatives

E. Katz Special Advertising Agency

New York 58 West 40th St.

Atlanta 22 Marietta St.

Chicago 307 No. Michigan Ave.

> Kansas City Waldheim Bldg.

> > *

St. Louis 1411 Syndicate Trust Bldg. Detroit

General Motors Bldg.

San Francisco

Monadnock Bldg.



The men who wear this emblem have climbed high upon the ladder of success

EVERY member of the Shrine is a reader of The Shrine Magazine. The circulation is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request.

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

CHICAGO

BOSTON

EASTERN REPRESENTATION

tor

Publications of Merit

John Schaefer

Publishers' Representative

55 west 42 St.

New York



INIT GOODS PUBLISHING CORP

93 Worth Street

New York City

United States are not extensively electrified. Forty-five per cent of the farms of California are electrified, 30 per cent of the farms of Utah, 27 per cent of Washington and 18 per cent of New York State farms. Less than five per cent of the farms of the United States, as a whole, are electrified.

States, as a whole, are electrified.

There are two reasons why rural electrification has proceeded slowly. In the first place the power companies cannot afford to extend service into the country until they are sure of a profit-able rural load. In the second place, it has been necessary to do a lot of experimenting to find out just what sort of farm work electricity is able to do economically. To determine this, The National Committee on the Relation of Electricity to Agriculture, has been carrying on experiments in twenty-three states. The tests are made under scientific conditions. Average farms are selected for the experiment. From ten to twenty farms are wired for the experiment. Electrical machines are installed to do every inable sort of work from ing dishes to milking cows. These machines are furnished free by the manufacturers especially for the experiment. The oldest of these tests are furnished free has been going on for three years at Red Wing, Minnesota. The farmers selected were not prosperous. Most of them contended that they could not pay for the current, let alone for the necessary machinery. Time, however, proved to these farmers that electricity enabled them to make more money than ever before. The farmers find that they can pay for the current, buy machinery, and have a good profit left over be-

These various experiments are determining what types of motors are best suited for farm work. They are demonstrating the practicability of electricity in farm work, and because farmers are being convinced that electricity pays, we may expect from now on to find the rural districts being electrified much more rapidly than in the past.

The other eight factors mentioned, by removing the farmer's isolation, placed him on a social par with city people. Electricity, the ninth influence, will place the farmer eventually on an economic par with the city business man.

Nervous Shifting of Accounts

[CONTINUED FROM PAGE 36]

his advertising agent to quit business and go with him in an executive capacity. The ex-agent gave us the account. The plan did not work out. He left the manufacturer, went back to his agency work, and asked for the ac-

count back again.

Case 10. This company was headed by a group of executives all of whom were over sixty. It was handled by our president who was well over fifty. He tried to transfer the account to me. At that time I was thirty-five. I found that these gentlemen could not believe that a man had sound, mature judgment until he was over fifty—but I found it out too late. We lost the account to another advertising agent with white hair.

Case 11. This was purely a pro-

motion scheme. I had every reason to believe that it was a regular business with a promising future. We started with a bang, and then the young men at the head told me they had sold out at a handsome profit to another company.

Case 12. This was one of those War Babies. I should have known better than to try general advertising on so technical a product, but a lot of us made the same mistake during war time. After the armistice I lost this

time. After the armistice I lost this client—and quite justry, too.

Case 13. There were four changes of administration in this company within seven years. We lasted through three chaonges, but the fourth group dismissed us with the general statement, "We think perhaps a new broom will sweep cleaner."

Cast 14. This company was so firmly wedded to one artist—a brother-in-law to the two partners—that I had orders to use only his work. I did not know of this limitation until we were enof this limitation until we were engaged and had done several months of preliminary work. The artist was a good man in his line, but his style did not fit in with the kind of copy we felt was best for the product. After two years of rather futile compromise I asked this manufacturer to find another agent

Case 15. This was a small national account. We were particularly successful in working out an appeal that resulted in almost immediate and phenomenal success. The manufacturer was so badly oversold that he insisted on quitting the advertising. That was two years ago. He writes me oc-casionally, telling me that when they begin to sag again he will want our services, but so far as I am concerned

Case 16. I gave a new employee a great deal of responsibility in handling this account. He had an unfortunate personal mannerism which antagonized

the client. I discovered this when it

was too late.

Case 17. This big corporation was full of political currents and cross-currents. We served them for three years and managed to keep pretty well out of the feuds and cliques. But one day we were in a conference where we had to line up with one side or the other, and as we are not good at that sort of thing we found ourselves completely out of the picture very soon thereafter.

I am well aware that my organization must have been lacking in one respect or another to have lost these seventeen accounts during half as many years. However, the facts put down here may suggest that not every account changes hands because of some deficiency in the advertising agent who

I consider it significant that we have lost only one account at the end of our

first year with them.

And now, my dear sir, I am tempted in return to ask you two questions, either or both of which may sound impertinent. They are:

(1) How many big accounts (either retailers or wholesalers) have you lost since you started in business?—and—
(2) Why have you changed advertising agents four times in the past

seven years?

CHANGING YEARS 1927

> There's a story that bears repeating-700,000 people have moved into Detroit since 1920. The city is no longer the Detroit of seven years ago.

> These people have created a new newspaper market and in your fall advertising plans you must consider seriously the effect these 700,000 people have had on newspaper circulations which is evident from the figures below.

> The growth of the Times indicates that it has kept pace with the expansion of the market and is the only newspaper which has done so.

> > 1920

1927

DETROIT TIMES

5,025

241,834

(City Circulation)

DETROIT NEWS 205,911 249,036

(City Circulation)

*EVENINGS EXCEPT SATURDAY

The Times Is Growing With Detroit

Behind every enterprise — the Banker. Talk to him through the one magazine he reads thoroughly each month -the American Bankers Association Journal.

> Write us for information on how Banker Influence can help the marketing of your product.

American Bankers Association Journal

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd St., New York City.

CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.

STANLEY IKERD, 120 W. 2nd St., Los

(MEMBER A.B.C.)

New Officers of the I. A. N. A. E.

The International Association of Newspaper Advertising Executives announces the new officers and directors to serve for the coming year, complete list follows:

PRESIDENT: Harvey R. Young, Advertising Director, The Columbus Dispatch.

FIRST VICE-PRESIDENT: John F. Tims, Jr., Business Manager, The New Orleans Times-Picamme.

SECRETARY-TREASURER: Don Bridge, Mgr.

SECRETARY-TREASURER: DON BINDER, MET. Merchandising and National Advertising, The Indianapolis News.
DIRECTORS: L. M. Barton, Advertising Manager, The Chicago Daily News; Frank T. Carroll, Advertising Director, The Indianapolis News; Frank I. Carruthers, Advertising Manager, The Degree Past, Those dianapolis News; Frank I. Carruthers, Advertising Manager, The Denver Post; Thos. F. Collins, Advertising Manager, The Milwaukce Journal; J. Carr Gamble, Mgr. Rotogravure Advertising, The St. Louis Globe-Democrat: Harry D. Guy, Advertising Manager, The Dallas News; C. M. Kendall, Advertising Manager, The Watertown Daily Times.

Appertusing Commission International

Daily Times.

ADVERTISING COMMISSION, International Advertising Association: Geo. M. Burbach, Advertising Manager, The St. Loais Post-Dispatch; Frank T. Carroll. Advertising Director, The Indianapolis News; Wm. E. Donahue, Mgr. Local Display Advertising. The Chicago Tribune. (The President and Secretary-Treasurer automatically are members of the Advertising Commission.)

ADVISORY COUNCIL: M. F. Aronhine, Advertising Director Louisville Conviction.

vertising Director, Louisville Courier-Journal and Times: O S. Bruck, Advertising Director, The Beaumont Enterprise-Journal: Director, The Beaumont Enterprise-Jownal; Geo. M. Burbach, Advertising Manager, The St. Louis Post-Dispatch; J. K. Groom, Director of National Advertising, Northern Illinois Group-Aurora, Wm. D. Kecuan, Advertising Manager, The Indianapolis Star; A. G. Newmyer, Associate Publisher, The New Orleans Item-Tribune; A. L. Poorman, Advertising Manager, The Providence Journal-Bulletin; G. W. Boche, Advertising Manager, The Spokane Chronicle; A. L. Shuman, Advertising Director, The Ft. Worth Star-Telegram; Carl P. Slane, Publisher, The Peoria Journal-Transcript; Rhey T. Snodgrass, Advertising Manager, Rhey T Snodgrass, Advertising Manager, The Minneapolis Journal: H. A. Sprague, Pusiness Manager, The St. Joseph News-Press; M. R. Thomas, Advertising Manager, The Columbus Citizen: Harry T. Watts, Pusiness Manager, The Des Moines Register-Tribune-Capital: Louis W. Wiley, Business Manager, The New York Times. Committee Chairmen: Earl H. Maloney, Advertising Manager, The Peoria Janual-Transcript — Convention Displays; L. M. Berton, Advertising Manager, The Chicago

Barton, Advertising Manager, The Chicago Daily News—Convention Programs; H. W. Roberts, Advertising Manager, The Cleveland Plain Dealer—Speakers Bureau; James A. Austin, Advertising Manager, The Omaha Bec-News-Idea Exchange.

VICE-PRESIDENTS

ENGLAND-Lt.-Col. Edward F. Lawson. Asst. Managing Proprietor, The London Daily Telegraph: FRANCE—Dr. Marcel Knecht, General Secretary, The Paris Le Matin; HAWAII—H. S. Hayward, General Business Manager, The Honolulu Star-Bul-htin; PHILIPPINE ISLANDS — Carson Taylor, Pub. The Manila Bulletin; AL-BERTA (Canada)—George B. Cooper, Adv. BERTA (Canada)—George B. Cooper, Adv. Mgr., The Edmonton Journal; BRITISH COLUMBIA (Canada)—R. J. Cromie, Pub., The Vancouver Sun; MANITOBA (Canada)—A. W. Moscarella, Adv. Mgr., The Winninga Tribune; NOVA SCOTIA (Canada)—G. P. Greene, Adv. Mgr., The Halifax Chronicle; ONTARIO (Canada)—R. K. Stocks, Adv. Mgr., The Toronto Globe; QUEBEC (Canada)—C. P. Buckland, Adv. Mgr., The Sherbrooke Daily Record; ALA-BAMA—Geo. C. Biggers, Adv. Mgr., The Birminghum News and Age-Herald; ARIZONA—Wesley W. Knorpp, Bus. Mgr., The Phoenix Republican; ARKANSAS—K. A. Engel, Gen. Mgr., The Little Rock Democrat; CALIFORNIA—W. R. Penney, Adv.

600 replies



Mr. J. C. Clissold, manager of Odontex Products Corp., writes ORAL HYGIENE: "We thought you might be interested in knowing the results we have obtained from our half page advertisement in the July issue of ORAL HYGIENE. As near as we can compute, this advertisement brought over six hundred (600) requests for samples and information."

RAL HYGIENE

1116 Wolfendale Street, N. S.

PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg.,
Harrison 8448.
NEW YORK: Stuart M. Stanley, 62 West 45th St.,
Vanderbilt 3758.
ST. LOUIS: A. D. McKlnney, Syndicate Trust Rldg.,
Olive 43.
SAN FRANCISCO: Roger A. Johnstone, 155 Montgomery St., Kearny 8086.





CARTOONS—The "friendly" style of Advertising Illustration



HROUGH the constant viewing of newspaper and magazine cartoons, readers of all ages and classes have cultivated a sense of humor. So, now, cartoons have become a factor in modern advertising. In advertisements of any size, cartoons are the 'bull's eyes' of the advertising section. They receive the friendly attention that makes it easier for copy to deliver a sales punch. Readers prefer illustrations that entertain. I When well planned and developed, you can use 'friendly and entertaining' cartoons to tell a selling story which the public will read as readily as they now read news cartoons and comic strips. I There is an increased amount of competition among advertisers for reader attention. Recreational interests are also competing for the readers' time and are getting it. Advertising is not taken as seriously by readers as it is by advertisers. We must now bid for their time and attention with more interesting bait. I To employ the services of the country's leading cartoonists, whose styles and signatures are immediately recognized by readers, is true economy, for it assures a receptive audience for your adver-

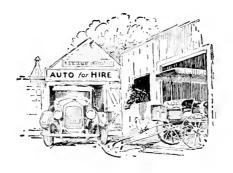
> Bruce Bairnsfather Ralph Barton Reginald Birch Clare Briggs Gene Byrnes Lang Campbell Fred G. Cooper Percy Crosby Thornton Fisher Fontaine Fox Chester I. Garde Rube Goldberg Don Herold Ellison Hoover G. B. Inwood Merle Johnson Eldon Kelley Rollin Kirhy Henry Major Winsor McCay C. M. Payne Ray Rohn Herb Roth Dick Spencer H. T. Webster Walter Wellman Robt. J. Wildhack Gluyas Williams Crawford Young

We will co-operate in adapting to your requirements, the work of these and other cartoonists or in offering suggestions for your consideration.

There are also available through us, the services of many popular story writers, who can produce interesting and colorful advertising matter for you

 $F\ R\ E\ D\ A\ .\ W\ I\ S\ H$

12 EAST 41st STREET NEW YORK CITY



Reviving a Business with INDUSTRIAL ADVERTISING

OW OFTEN have the major markets of some great business disappeared without notice, because of fashion's change, a revolutionary scientific discovery or some strong, uncombatable force.

What is a great business to do? Retire with honor? Or revive with glory? Here is the story of one manufacturer who chose the latter course.

Life in the Balance

The Armistice, shortly followed by the "5-5-3 agreement" on naval limitations, cut this manufacturer's market to a critical fraction of his plant capacity. His corporate life hung in the balance. With the vanishing of the old market, this producer resourcefully turned to a comparatively new, and at that time little used secondary product.

A research bureau was established to determine the adaptability of the new product to different industries. As sales opportunities unfolded, salesmen were trained as specialists in the specific fields. The selling was pitched on the high plane of genuine service to the buyer. There was no promiscuous selling—no knocking at doors in hope that prospects would be found within.

Industrial Advertising, conceived to build industrial recognition for this new product and its salesmen, was

planned and scheduled with the same shrewd regard for specialization. The counsel of an experienced advertising agent was obtained. The Industrial Advertising, geared to the self-interests of the different classes of industrial buyers, was persistently published in McGraw-Hill Publications.

A Sensational Recovery

Aided by the power and force of Industrial Advertising, this producer "cheated the mourners" by developing a volume for the new product far in excess of the highest peak of any previous prosperity. And this achievement took place while the general business trend in collateral industries was in a declining direction.

If Industrial Advertising, co-ordinated with an Industrial Marketing plan, can rehabilitate a declining business, who can estimate its power and force when aided by favorable circumstances?

This sensational recovery was not the result of some miraculous chance. It was the outcome of just such common-sense marketing methods as are formulated in the McGraw-Hill book, "Industrial Marketing at Work." If you are an executive interested in the national industrial market, a McGraw-Hill representative will leave a copy of this book with you or your advertising agent. Notify the nearest McGraw-Hill office.



McGRAW-HILL

Publications

Electrical

ELECTRICAL WEST ELECTRICAL WORLD ELECTRICAL MERCHANDISING

Construction & Civil Engineering ENGINEERING NEWS-RECORD CONSTRUCTION METHODS

Industrial

POWER AMERICAN MACHINIST INDUSTRIAL ENGINEER
CHEMICAL & METALLURGICAL ENGINEERING

Catalogs and Directories

COAL FIELD DIPECTORY

KESSTONE COSE MINING CATALOG COLL PREED DIPLYTORY
ANDIO TABLE CATALOG
ELECTRICAL TRADE CATALOG
ELECTRICAL TRADE CATALOG
ELECTRICAL TRADE CATALOG
ELYBRAL STATIOD DIPLETORY
ELECTRIC FALINAY DIRECTORY
ELECTRIC FALINAY DIRECTORY
ELECTRIC FALINAY DIRECTORY
METALLIC MINING, QUARRYING AND
RESTORE COLL BRYERS CATALOG
G. HERET INDISTRIES
EUNBRIGHT SERVEY OF ELECTRIC POWER A LIGHT COMPANIES IN THE U.S.

Radio RADIO RETAILING

Transportation

BUS TRANSPORTATION

FLECTRIC RAILWAY JOURNAL

Mining COAL AGE COAL AGE NEWS ENGINEERING & MINING JOLENAL

Overseas INGENIERIA INTERNACIONAL AMERICAN MACHINIST (EUROPEAN ELIBON)

45,000 ADVERTISING PAGES USED ANNUALLY BY 3,000 MANUFACTURERS TO HELP INDUSTRY BUY MORE EFFECTIVELY

A \$100,000,000 Market for FOOD

Products

IN spite of the fact that Florida is a rich agricultural state and exports annually nearly \$160,000,000 worth of farm prod-

nets, the demands of the state for food products of many kinds are far outstripping supply.

According to reports of the State Marketing Commissioner, Florida has to import annually more than \$100,000,000 worth of food products to care for the needs of its fast increasing population.

In this fact the producer of meats, dairy and poultry products. canued goods.

and various food supplies will find a real oppor-

You can sell food products profitably to this fastgrowing Florida market, if you will cultivate it through advertising. And you can reach this market economically by advertising in—

Dir., The San Francisco Call; COLORADO—W. C. Bussing, Adv. Mgr., The Denver News; CONNECTICUT—F. B. Dalton, Gen. Mgr., The Danbury News; DISTRICT OF COLUMBIA—C. I. Putnam, Pub., The Washington Times-Herald; DELAWARE—C. J. Pyle, Gen. Mgr., The Wilmington News-Journal; FLORIDA—J. M. Elliott, Jacksonville Times-Union; GEORGIA—Parkin Paschla, Vice-President The Sayanwasnington Times-Herald; DELAWARE—

J. J. Pyle, Gen. Mgr., The Wilmington News-Journal; FLORIDA—J. M. Elliott, Jacksonville Times-Union; GEORGIA—
Boykin Paschal, Vice-President, The Savannah Morning News; ILLINOIS—Louis Proehl, Adv. Mgr., The Peoria Star; INDI-ANA—Frank E. Hollis, Adv. Mgr., The Terre Haute Star; IOWA—F. Russell, Bus. Mgr., The Davenport Times; KANSAS—Knowlton Parker, Adv. Mgr., The Kansas City Kansan; KENTUCKY—Robt. J. Breckinridge, Bus. Mgr., The Lexington Herald; LOUISIANA—C. P. Manship, Publisher, The Eaton Rouge Advocate and State Times; MARYLAND—Wm. F. Schmick, Bus. Mgr., The Baltimore Sun; MASSA-CHUSETTS—Jas. T. Murray, Bus. Mgr., The New Bedford Standard-Mercury; MICHIGAN—H. S. Conlon, Adv. Mgr., The Grand Rapids Press; MINNESOTA—W. F. Johns, Adv. Dir., The St. Paul Dispatch & Pioneer Press; MISSISSIPPI—W. G. Johnson, Gen. Mgr., The Jackson Daily News; MISSOURI—J. T. Barrons, Adv. Mgr., The Kansas City Star; NEBRASKA—Walter E, Lamb, Adv. Mgr., The Omaha World-Herald; NEW JERSEY—D. P. Olmstead, Gen. Mgr., The Perth Amboy Evening News; NEW YORK—Frank E. Tripp, Gen. Mgr., Gannett Newspapers, Elmira, N. Y.; NORTH CAROLINA—E. B. Jeffress, Pub., The Greensboro Daily News; NORTH DAKOTA—Norman B. Black, Gen. Mgr., The Fargo Forum; OHIO—H. A. Erandt, Adv. Mgr., The Dayton News; OREGON—W. J. Hofman, Adv. Mgr., The Portland Oregonian; PENNSYLVANIA—Homer E. Moyer, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., The Portland Oregonian; The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; SOUTH CAROLINA—Wm., P. Etchinson, Adv. Mgr., The Pawtucket Times; WEST VIRGINIA—H. W. W

The ASSOCIATED DAILIES of Florida



DeLand Daily News Fort Myers Press Fort Myers Propical News Jacksowville Journal Lakeland Star-Telegram Miami Herald New Smyrna News Orlando Sentinel Palm Beach News Palm Beach Post
Pensacola News-Journal
Plant City Courier
St. Augustine Record
St. Petersburg Independent
St. Petersburg Times
Sanford Times
Tampa Tribune



Bakers Weekly A.B.C.-A.B. P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY Massillon, Ohio Good Salesmen Wanted



FREE A SALES AID

Your salesmen should show skeptical prospects the testimonal letters and orders received from satisfied customers—they supply proof and get the orders. Don't leave testimonial letters lying idle in your hies—give them to your men and increase sales through their use. "W. Send for a capy of booklet today.

AJAX PHOTO-PRINT CO., 31 W. Adams Street. Chicago

Veteran Advertising Manager Dies

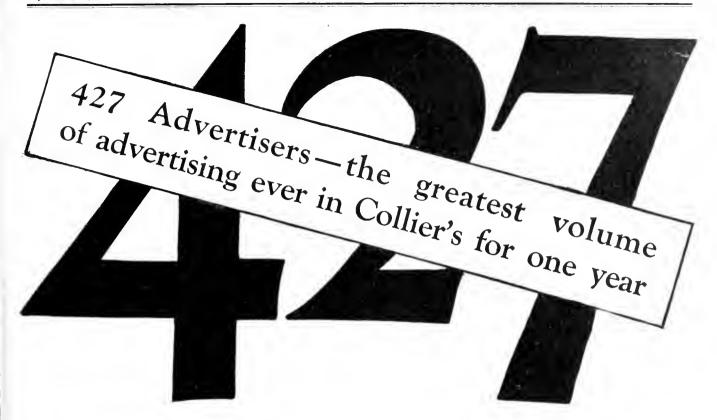
Charles H. Smith, widely known advertising executive associated with Berry Brothers for the past fifty years, died at his Calvert Avenue home in Detroit, Friday, Aug. 26. He is survived by his son Craig, a young advertising man connected with Printers' Incorporated.

The death of Mr. Smith marks the passing of the oldest and one of the most respected of Berry Brothers employees. Born in London seventy years ago, Mr. Smith went into the Canadian Northwest before reaching his majority. A few years later he came to Detroit and joined Berry Brothers' organization, then operated by its founders, Thomas and Joseph Berry.

When advertising became an important factor in the business. Mr. Smith

When advertising became an important factor in the business, Mr. Smith was placed in charge of the work. He was a close observer, natural student and versatile writer. So he became Berry Brothers' first advertising manager.

He soon became recognized as an authority on varnish making, and he possessed that happy faculty of being able to translate technical information into interesting and understandable language for popular consumption.



427 national advertisers have placed orders for space in Collier's for the first six months of 1928. 40 of these are among the 75 advertisers who lead all others in yearly magazine expenditures.

This represents by far the greatest volume of advertising that has ever been run in Collier's for any one year.

Another striking indication of Collier's growth.

NEWSY ~ PICTORIAL BRIEF Ollier's



Quality

in a catalog cover should be in keeping with the quality of the product advertised

GOULD QUALITY millwork and interior finish—Molloy Made Covers—there's an example of perfect selling teamwork!

Designed by Molloy artists especially for this book; embossed in heavy Molloy leathereloth to withstand constant handling by architects, contractors, and builders; on the whole, a book you would hardly lay down without looking through it—now, would you?

Ever think seriously of the value of Molloy Made Covers to your business? Let us send you samples and a sketch which will bring the matter home to you with a new significance! What will be the purpose of your next book? Page size? How many pages? How many books? Write to us—no obligation!

The

DAVID J. MOLLOY COMPANY

2863 North Western Avenue CHICAGO



Commercial Covers for Every Purpose

Salesmen Who Travel Abroad

[CONTINUED FROM PAGE 24]

remarks opened this article must not be accepted as our preceptor in the choice of foreign travelers. We must remember, and contrast, the conditions and circumstances which always have to govern in any business even more in foreign markets than here at home. The saw-dusty man was sent to Australia where the chief part of his duty was the cultivation of the good will. He was to impress saw mill operators with the tremendous superiority, from a practical point of view, of his special brand of saws, whether their orders were placed direct with the manufacturer or passed through importing merchants in the larger cities. The cultivation of the importing merchants, with that sort of a background of "serto the actual users of saws was. But the same representative easv. might not make a success in another market, or where prospects were of a different sort. The saw manufacturer confesses with a grin that when he found he could sell his American saws in Sheffield, England, the very heart of the British steel industry, he thought that the trade of the world lay at his

But he discovered shortly that while high quality was recognized and desired in England, the buyers in South American markets cared nothing at all about quality. To sell them he had to make an entirely different appeal, and it was much more difficult selling them. So the market to be cultivated and the character of its trade has to be considered

So must the calibre and personality of the prospects who are to be cultivated. If the attack is to be upon the big, rich, millionaire importing houses, the mental and physical equipment of the traveling salesman who is to call upon them should be rather different than it need be if small retail or native dealers only are to be approached. In the first case, the traveler had better carry a wardrobe trunk and pack in it his evening suit and dinner jacket—and know how to wear them. In the other case, he may, if he choose, travel with a suit case and a change of shirts—though I do not advise it by any manner of means.

It seems extremely doubtful if an automobile manufacturer, should he enulate the example of the saw mill man, will secure large and important distributors and dealers by entrusting the intrdouction and sale of his motors to a grimy taxi driver or a greasy garage mechanic, no matter how expert. Not only are his sales likely to suffer, but—what is even worse—his prestige, which counts for more abroad than it does here at home. Intimate, expert knowledge of the merchandise to be sold is, indeed, desirable. When all is said and done, however, it is not half as essential as selling ability, and in this respect markets in other countries of the world do not differ mate-

rially from our own. But I am sorry for the salesman 3000 or 15,000 miles from home who cannot give explicit and satisfying answers about his line. References back to the factory for details, glittering generalities, are not satifying. Hence we have one more reason for deciding that the foreign traveling salesman should have experience, should have been tested in the home markets before he is sent abroad.

CLEARLY enough we cannot generalize on this subject of selecting foreign traveling salesmen, or, for that matter, in any other regard to exporting trade. The line, the market, the class of the prospects, all have a bearing on it. So does something else which is all too commonly forgotten, or disregarded. This is the responsibility that resides, or should reside, in the representative of a firm far from home, among buyers, strangers to him and perhaps to his house. In principle the representative should be creditable to his house, but in any event he must be absolutely trusted by his house. When he takes an order, that order is regarded in other countries of the world as a contract binding on the house that has solicited it.

The buyer may cancel, if immediately or promptly, but the manufacturer must not. The manufacturer's representative has offered prices and terms; the manufacturer is bound by his representative's acts. It therefore behooves the manufacturer to send abroad no representative whom he is not willing to back to the limit.

Two or three years ago a nationally

Two or three years ago a nationally known American manufacturer sent his assistant export manager on a foreign sales trip. Either because it was the man's first actual experience abroad, or because the manufacturer did not fully trust his judgment, he was instructed that no order was to be taken except subject to factory approval and acceptance by the credit department at home. He was provided with a special cable code by means of which he was to report back home daily the names of customers, secured terms and amounts of their orders, on receipt of which the factory would wire back its approval or disapproval. Now, there are several things the matter with this complicated scheme.

There is the indignity to any self-respecting salesman, with his possible embarrassment in having to explain to each customer that he would have to wait a few days before confirming the order—or returning to some customers and reporting that the order he had solicited had been turned down by the factory.

There is the usually unwarranted assumption by the factory credit manager that he is a better judge of the reliability and responsibility of a dealer in Calcutta (perhaps) than is the traveling man on the spot. Yet no salesman ought to be sent abroad who



newest Kraft Cheese delicacy is nationally advertised in The Christian Science Monitor



The dealer "tie-in" advertisement above is one of

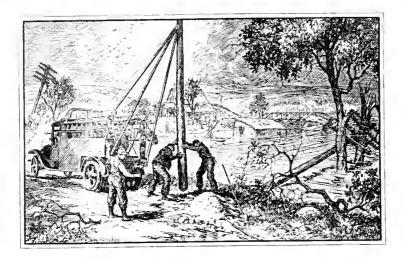
277

which appeared in the Monitor, from 51 different cities, within less than four months after the national advertising began to appear.

A folder describing this free "tie-in" service will be sent on request.

THE CHRISTIAN SCIENCE MONITOR

AN INTERNATIONAL DAILY NEWSPAPER 107 Falmouth Street, Boston, Massachusetts



All for One

An Advertisement of the American Telephone and Telegraph Company

A SLEET storm descends, carrying down trees and wires. A wind turns outlaw and blows down a pole line. Or some swollen river rampages through a circuit of destruction.

But wherever angry nature attacks the Bell Telephone System there are repairmen trained to meet the emergency, and everywhere trained in the same schools to the use of the same efficient tools. Supplies of surplus equipment and materials are kept at strategic points whence they may be rushed by train or truck to the devastated area.

Throughout the Bell

System, all construction and practice are standard, so that men

and supplies, when necessary, may be sent from one state or company to another.

There are twenty-five Bell Companies, but only one Bell System-and but one Bell aim and ideal; stated by President Walter S. Gifford as:

"A telephone service for this nation, so far as humanly possible free from imperfections, errors and delays, and enabling anyone anywhere at any time to pick up a telephone and talk to anyone else anywhere else in this country, clearly, quickly and at a reasonable cost.'

cannot exercise good credit judgment, and while on the ground he has twenty times as many and better opportunities of learning details of the customer's resources and character than has the factory in Philadelphia. No traveling representative ought to be sent abroad who cannot be trusted to know all about a prospect before ever he solicits an order from him, and know definitely what credit he deserves and what terms may be extended. Such powers ought to reside in the representative. He should be chosen and trained with them in view.

ANOTHER story, of another aspect of the foreign traveling representative's relations. Once, when visiting Venezuela, I was asked by a large manufacturer of pumps to tell them what in my judgment would be an adequate allowance for expenses of a traveling

salesman in that country.

They had had a man there who had turned in what they regarded as an exorbitant expense account which they were holding up until they could hear from me. I made inquiries and found that the representative was well membered in Caracas where he had cut a pretty wide swath during his stay. There had been nightly champagne dinners and daily automobile excursions which must, indeed, have cost a lot of money. But then—the representative had been stalking big game. He was after certain large government contracts; he got some of them, with more to follow. Since when have government officials ceased to be susceptible to entertainment, even in our own country? The representative's expenses may have been huge, but it seemed to me to come with peculiarly bad grace from this manufacturer to quarrel with them, in full knowledge of the kind of business sought and results actually secured. Even if no business had been secured, there was no other way of trying for

it.
So this is another thing that must, largely, at least, depend on the discretion and judgment of the foreign traveler—his expenses, and the time he can or should devote to a given market. The distant factory cannot judiciously control such things. The man actually on the ground must adapt himself to necessities as they arise, and he should be given a reasonable amount of leeway when he deviates from cut-and-dried methods.

It should not be forgotten that we have been speaking of the selection of salesmen to sell goods abroad, having in mind new men for their first trips, or new markets not previously cultivated by travelers. There is another kind of foreign traveling: the regular, systematic, continuous cultivation of an established market, where the often trodden ground becomes as commonplace, the traveler himself as familiar a face, as is the case with any "peddler" in his district in the United States.

There are a few manufacturers who have such conditions to meet and who may standardize traveling practices as they do at home. But even they had to make a start, as most of the rest of us have to do today, and the moral of this article is: Choose only creditable, rerepresentatives for work sponsible abroad, reliable men whom you can and will trust and who (you know) are salesmen.

Send 10c for proofs 500 cuts and plans for making your ads pay better.

SELLING AID 616 N. Michigan Ave., Chicago

Jewish Daily Forward, New York

Jewish Dally Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction. A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service. Rates on request.

Advertising Agencies: Here's a wide open field for you Son for sample copies of for sample copies of the sample co

In Easy Way To Recruit Salesmen for Specialties

If your product requires demonstration, sell it through your own direct representatives. Thousands of workers are ready to sell for you on a straight commission basis.

Reach them through these magazines:

Salesology
Extra Money
Opportunity
How to Sell

Spare Time Money Making

Does Your Product Meet These Requirements?

- 1. Can it be demonstrated before the prospect's eyes?
- 2. Is it portable?

these magazines.

- 3. Is it a specialty, preferably not usually found in
- 4. Is the retail price at least double the manufacturing
- Has your product unusual features which the salesman can stress in his selling talk?
- 6. Are you equipped to manufacture on a large enough scale to fill orders in great volume?

Check your product against the requirements listed above. Then write us at once. Our representative will, without obligation, analyze your sales possibilities in this field and answer your questions.

The DIRECT SELLING PUBLISHERS
Two Million Professional Go-Getter Readers Every Month
565 FIFTH AVENUE · · · NEW YORK



Buying Space in Britain

By Amos Stote

THINGS have considerably improved in the mighty realm of Fleet Street, in the matter of buying advertising space. No longer are you likely to have a publication return your copy with the statement that it does not pay agency commissions, does not appreciate your offer of advertising, and feels quite capable of soliciting its own accounts without any help from you, the agency.

Yet not so many years ago one of the oldest agencies in London had its proffer of twenty-eight pages for a trade paper returned to it with a brief note embodying the spirit of the message just given. Fortunately for the agency the client in that case was willing to back it up, with the result that the agency was finally, and reluctantly, given a seven per cent commission, but no thanks for the substantial business.

Yes, things have changed in that direction and it is seldom that a publication will not now give the standard ten per cent commission. But there are other features concerning the buying of space in Britain which it will be well for the American agency and manufacturer coming into this market to know something about.

The mechanics of the situation over here are not without interest. And there are two divisions to the mechanical problem. The mechanics of buying space; and the mechanics of using the space bought.

The mechanics of space buying are easily mastered and the routine of procedure is much the same as in the States. The agency space buyer has the job of making out the schedule (pronounced shedule). dealing with the publications and buying the space. Buying the space is still a matter of buying, in some instances even of bargaining. Few publications have absolutely fixed rates and there are favoritisms and friendships which still carry weight when it comes to settling on terms.

There are also conditions and seasons when rate bargaining has very great possibilities. What are termed "drapery rates," meaning the special terms offered the great stores by the newspapers, are given no agency can get this business. There are also what are known as "holiday rates," meaning special terms given by even the biggest papers during the height of the summer holiday season. At that time it is quite possible to secure reductions of hundreds of dollars on a single page. And then there are the "last minute" rates. A space which had been reserved is cancelled within a few hours of going to press. The advertising department of the newspaper gets on the telephone to some of the big agencies and offers this space at a very considerable reduction.

Then there is the other extreme to be considered. You may calmly decide, in conjunction with a client, to run a big program (still spelled programme), using large space on certain days in certain great daily papers. Naturally you would expect these papers to welcome such profitable business laid in their laps with expressions of keen apprecia-

You instruct your space buyer to secure you such and such spaces on such and such days. You send him a memorandum to that effect. An hour, or even perhaps twenty minutes later, he comes to you with the astonishing news that you can have, if you take it at once, such and such spaces on such and such days; neither the spaces nor the days being what you had ordered. In other words you take what you can get, and take it in a hurry. You do the special pleading and show the special appreciation—not the publication.

THE fact is that large papers, especially the London national dailies, have their best spaces booked long in advance. So instead of saying that you will take specified spaces on certain days your space buyer, in his most diplomatic manner, telephones the paper and requests information as to what spaces are available, or when any space will be available.

Or perhaps you want a "solus" position, meaning the only advertisement on that particular page. Of course you must pay an extra rate for it, and you are usually fortunate to the department stores direct, and if you get it at any rate, and then it

can be had only on certain pages. Again, you may want "turn of page" position, which means the first page after the big general news page, and here again you pay an extra rate. The publication will tell you that a page on which you wish special position must bring in a certain revenue. It is not a question of the paper merely wanting that revenue. It is a question of the paper deciding it must have it, and it usually gets it.

SPACE is no longer bought by lines in Britain. That method of measurement has been abandoned for some time. The unit of space in the daily papers is an inch. The magazines work from the page rate downward. In the daily papers, the big ones, you can buy a page, if the space is available, or three full columns, but you cannot buy four full columns, nor five columns nor six columns of a seven column paper. You can buy a half page across the

On certain days you may be able to secure defined spaces on the front pages of some of the big dailies. These pages and spaces are allotted to some of the general stores (department stores) for certain days of the week on long standing contracts. On the other days of the week this page can be had, at a price of astonishing proportions, until you consider circulation, by national advertisers; but in these cases the full page must be taken.

As an adequate national circulation in Britain has to come through the daily press the mechanics of using space are decidedly hampering. Color is not to be considered. Fine wash drawings, soft toned photographs, in fact anything other than coarse screened half-tones of illustrations having great contrast in tone values, are certain to lose much of their virtue in the pressroom—assuming that virtue may be lost in part without being lost altogether.

So, if pleasing results are to be secured, the matter of illustration reduces itself to line work and the flat contrast drawings which are almost fool proof.

While you can be quite sure of the circulation you are buying when you deal with the larger publications,

there still remains a disconcerting speculative phase to this subject when many of the lesser journals are up for appraisal. Some of these attempt figures. Others ignore the subject as being beneath their journalistic dignity and influential position—and they get away with it

There are a number of good magazines in Britain, but few so good, either in contents or composition, as those the American advertiser is accustomed to use. This is probably due to several conditions, chief among them being the fact that the reading public does not take too kindly to magazines when it can buy second hand books and belong to lending libraries for small sums.

Two other direct influences against

Two other direct influences against magazines in Britain becoming the great advertising forces they are in the States arise from methods of distributions of the states arise from methods of distributions.

tion and price.

Magazines do not endeavor to secure yearly subscribers, on account of the cost of delivery by mail, there being no such bulk rate for publications as our second class postal service offers.

The second of these two influences may be said to grow, to a certain extent, from the same cause. Because of the difficulty good magazines experience in securing circulation, and so reducing cost per copy while increasing advertising revenue returns per copy, they are forced to charge a price for their journals which makes them prohibitive to the majority of the people.

THERE are other factors which militate against the development of strong national magazines in Britain, and I here refer to strength only from the standpoint of circulation, for there are some very powerful journals over here, when adjudged from literary-cultural standards.

However, the great conclusive reason why weekly and monthly magazines do not top the field when it comes to securing national circulation for advertising general eommodities is simply because the newspapers do the work so well; at least so far as distribution is

concerned.

The limited miles to be covered, the remarkable speed, frequency and completeness of the British railway system, the highly developed organizations for the rapid distribution of the daily papers all conspire to make these the national media. What you lose in beauty of illustration and reproduction you make up, to a great extent, in time and directness of results.

Instead of having to wait weeks after a national campaign has been prepared and released to magazines, and the weeks usually grow into months, as is the case in the States, you can rush through a campaign in Britain in a matter of hours. You can watch progress with the knowledge that you can make changes to meet emergencies, almost up to the hour of going to press, and but a few hours before the nation gets the message. From day to day you can check up response; test appeals, revise to secure results which an advertisement released forty-eight hours earlier has indicated as the more responsive method.

You may lose in appearance, but you get elasticity—opportunity to speed up, slow down, make the curves safely—when you have a national daily press. And how it helps you to get distribution and move goods over night!

"Salesman's Fright"

"Salesman's Fright" is an enlargement of an article which aroused so much interest that many of the leading manufacturers in the United States—and several in foreign countries—privately reprinted it for circulation among their salesmen.

by Ray Giles The Blackman Co.

Author: "500 Answers to Sales Objections," "Breaking Through Competition," and "Developing and Managing Salesmen."

"Salesman's Fright" is the first of the Kellogg Pocket-Profit Books. Constructive selling philosophy. Inspirational. Practical. Every salesman in your employ will appreciate a copy.

			more				
			more				
			more				
			more				
1000			more				
(Examination copy, 25c, postpaid)							

Kellogg Publishing Company

6 Lyman Street Springfield, Massachusetts



The OPEN FORUM

Individual Views Frankly Expressed

Criticism or Defense?

OESN'T Mr. Buakhage in his letter (Aug. 24 issue) really ask for a genuine counter-attack from the advertising fraternity instead of a defense from Mr. Chase?

I have read both the book itself and the article by Mr. Goode which in your foot-note to Mr. Baukhage's letter is termed "a criticism of the book." cannot see where Mr. Goode's article is either a criticism of the book or a defense of advertising. True, Mr. Goode began his lunge with a large sized road and some angry pawing upon the ground but he became milder and milder as the text progressed until at the end it seemed that he was attempting to persuade Messrs. Chase and Schlink that advertising was duly chastened and would now be good.

I cannot see where "Your Money's Worth" is any attack on advertising, save indirectly. It is really an attack on modern business methods first, and only incidentally upon copywriters who write without knowing whereof they speak.

It seems strange that none of those who have attempted to reply to the book have caught the full force of the idea that any attempt to educate the dear public to "standards" would require quite a bit of advertising on the part of the Burcau of Standards—that to follow the recommendations of Barsodi, Chase, and Schlink, would make Uncle Sam the biggest advertiser of them all.

ALLEN W. RUCKER, The University Staff, Cambridge, Mass.

Had You Thought of This Side?

THERE'S been a power of well-aimed stones thrown at "Your Moneys' Worth." To many of us, too many have been thrown farther than necessary. Occupying, as I am, a position on the cross arm of a telegraph pole looking down on the excitedness, too few have really taken any aim. Consequently a power of glass has been broken and no particular good done.

It doesn't take any great acumen of grey matter to agree or disagree with these two Knight Errant Collaborators, who through the kindly indulgence of The Book of the Month Club, have so successfully hopped off into the fog.

To see this thing straight, therefore, let's look at it crooked.

For instance, there's the so-called new school of painting. That yeasty group of brush bungling somebodies who pride themselves on having things out of whack, and using only colors that yell.

To "us safe and sane folks" first it's amusing; then it riles one.

A week at Provincetown amid the Hawthornesque monstrosities, and we yearn for a chance to beat the whole thing to a pulp.

Or we take down last winters coat from its moth ball hook, and laugh in its sleeve.

But there's more to it than that. A lot more.

Last night I sat with half a dozen artists at the Salmagundi Club. Five of them ranted at and ridiculed the Off Whackers. Finally the sixth one said calmly: "Well, fellows, these whacksters are doing us all good. We had grown a bit smug. Our work had become a bit stodgy. Slaves we had allowed ourselves to be to precedence. These off-eyed color rioters get on our nerves. But they also got under our skins.

"It's doing us all good. Somewhere between where they think they are and where everybody knows us to be, is the next great awakening. Let's not have to be handed Big Bens when that time comes. Let's call our own selves right here and now."

In like manner, folks, let's do some cup-handed listening to "Your Moneys' Worth." It may be blurby. It may be painfully out of whack with facts. But some of us who "practice advertising as a money getting pastime," know that advertising in its larger sense seriously needs debunking.

Even as the circuses no longer have their parades, advertising agencies might well cease walking the mahogany topped elephant around.

His ears have really grown rather floppy.

The fact-facing-fact that the average life of an advertising account, with the average advertising agency is but three years, is of itself a challenger for such young armor bucklers as the authors of "Your Money's Worth."

Looks to us, from up here looking down, as if in the years of tomorrow, we are going to be "powerful indebted" to these two for giving a good husky shove to advertising's debunking process so long—so strangely long—overdue.

Yes. Let's cup our hands and do a little early listening.

L. W. C. TUTHILL, President, Tuthill Advertising Agency, Inc., New York.

Answering Mr. Ellis

JUDGING from Mr. Ellis' article in your issue of Aug. 24, the day is not far off when corps of engineers will invade our advertising agencies equipped with protractors, compasses, dividers, planimeters, verniers, tables of Powers, Roots and Reciprocals and Mantissas of Logarithms.

Good Heavens! The City of New York finds it hard enough to get sufficient engineers to build its subways now. What will happen if a real exodus of engineers should take place? Perhaps the advertising men will take

to building subways.

No, Mr. Ellis, advertising is neither an art or a science. Advertising is a business. Business of selling goods through printed word. But by no stretch of imagination can engineers be considered business men. That old bogey of "Factor of Safety"—the training of engineers' minds to provide three or four times the necessary amount actually required to carry a certain load—is too much of a handicap in any business. Any honest engineer will admit this in his sober moments.

Advertising and engineering are far apart. Engineering is an exact science, whereas advertising cannot be considered as such.

Whether an advertisement is good or bad is always a matter of conjecture until after same has been published and we can check the results. Before two advertisements on the same subject are published-assuming that both have been written by well trained men and not novices-it is impossible to predict which one will be more result-Experienced advertising men agree that good advertising is the product of good judgment, good taste, good ideas and many other good things which cannot be reduced to a mathematical formula. At least it has not been done up to the present time.

When that happy day comes, our copywriters will have to go back to running speakeasies, or whatever profession they were pursuing before engaging in the advertising business.

Louis Brewer, Brooklyn, N. Y. [CONTINUED ON PAGE 98]

More than 220,000 copies

of The Register and Tribune-Capital are printed in this plant and distributed throughout Des Moines and Iowa every twenty-four hours.

Most thorough
city and
trade territory
coverage of any
large middlewestern newspaper



The DES MOINES REGISTER and TRIBUNE-CAPITAL

Sans Bunk

Tulsa's complete market unit . . . designated as the Magic Empire . . . comprises a rich, resourceful area 70 miles in radius covering 21 counties of eastern Oklahoma. It has a population of 750,000 . . . produces about 60% of the federal income tax of the state . . . and has nearly three-fifths of the paved highways of the state.

In the annual registration of automobiles there were a total of 449,960 in the state of which 188,554 or 42% were in the Magic Empire.

Of the 35,952 new automobiles registered in the state during the first six months of 1927, the Magic Empire had 16,466 or 46% of the state total.

There's the rich Oklahoma market for automotive and other manufacturers. And, of course, the Tulsa World is the newspaper to depend upon to win the Magic Empire trade.

No other newspaper even claims to reach this market as does the Tulsa World day after day.

The World's fast motor transport service, employing 38 motor trucks, and its city carrier type service throughout the Magic Empire assures distribution of a complete newspaper throughout this market as early as in the city of Tulsa . . . Morning, Evening and Sunday.

Detailed information concerning the market possibilities of the Magic Empire furnished on request.

Sworn Average Net Paid Circulation, July, 1927

DAILY (M. & E.) 79,358

SUNDAY 64,198

NATIONAL REPRESENTATIVES

THE FORD-PARSONS CO 360 N Michigan Ave , Chicago; 5^{3} Sutter St , San Francisco

BRYANT, GRIFFITH & BRUNSON, 9 East 41st St., New York; 201 Deconshire St., Boston; Walton Bldg., Atlanta, Ga.

DAVIES, DILLON & KELLY, 707 Land Bank Bldg., Kansas City, Mo

AN ALL DAY NEWSPAPER

TULSANWORLD

Oklahoma's Greatest Newspaper

MORNING EVENING SUNDAY

Everybody's Business

[CONTINUED FROM PAGE 5]

tolerate lines of divided authority. There is no indecision as regards what is to be done—each organ acts defi-

nitely and promptly.

"In the operation of the human body there is no passing the buck, and there is no hutting in by major officials in the work of other major officials, nor in the work to be done by minor officials. The body is a 'we' proposition and not an 'I' affair. It concentrates, placing within a function all the factors that affect its performance. Fingers are not under the jurisdiction of the lungs, and the stomach is not ordered about by the heart. There is no element of know-it-all by the major officials of the body. Advice from every source is given respectful attention and acted upon promptly. At precisely the right moment, the body transfers work

THE Bible says: 'Go to the ant, thou sluggard; consider her ways, and be wise.' Let me suggest that a similar truth may be stated with reference to the benefits that would accrue to organized business from making a study of the human body. Capital and labor fight hecause neither fully understands the theories upon which good organization must rest and round which it must be developed.

"What a grand mixup there is today in many corporations where the performing machinery and the service machinery have been merged under a single head. This situation is practically the same as if the hands and feet and heart and liver were all a part of the same function. Just think what would happen to the human body if the hands or feet had to wait until the heart pumped a certain amount of blood or the stomach digested a definite quantity of food.

"In an efficient industrial organization, just as in the human body, routine performance must proceed unhampered and without interruption. Service must be rendered and requirements anticipated. The two must be directed and coordinated by some agency which can rely for information and advice on experts or specialists who are in possession of the required knowledge to reason, conclude and act.

whowledge to reason, conclude and act.

"When the body organization violates any of the laws of health and nature, trouble quickly results. Likewise in business every violation of accepted principles brings confusion and waste. Things are disarranged the moment the big boss fails to place responsibility on the proper people. Each worker must be held accountable for certain results and must have authority to get them in his own way. It is the results that count, not the methods used. The executive who succeeds uses man-building methods which develop doers—not detail-chasing tactics which develop leaners. He never departs from the policy of giving full credit for work well done, and as a result this same policy quickly extends on down the line until it permeates the whole organization."

Having ended his interesting exposi-

tion of business philosophy, the doctor settled comfortably back in his chair and looked rather skeptically at the notes I had scribbled on the pad that lay before me. "Don't take me too seriously," he added. "You know it is only human nature for one to believe that he might improve on the methods of the other fellow. The comedian always aspires to play parts that are tragic."

Looking at his watch, the doctor left hurriedly, so he failed to hear the comments of the two highly successful corporation executives at the table.

"Interesting thoughts, cleverly presented," said the sales manager. "Good idea, that of imitating the handiwork of the Master Designer. If one organ of the body, such as the eye, has given us the basic knowledge needed to develop a wonderful photographic apparatus, then surely this same model may contain interesting possibilities for improving on the designs of present industrial organizations."

"You're dead right," said the manufacturer. "When Bell got his idea for the telephone, practically all of his time for several months was given up to a study of casts that showed as nearly as possible the human skull with every detail of our hearing mechanism. I remember an interesting talk given by an eminent automotive engineer. He suggested the use of the human body as a guide in mechanical work. Said that within us is the most sembled in a single unit. Some parts turn like bearings, others move up and down like pistons and quite a number give all of their attention to controlling and regulating the operations taking place on every side.

IT would probably be a good thing for all of us if we were to regard our bodies as machines for getting the energy out of food and using this energy to do various kinds of work. Such a viewpoint would certainly make it easier for the average person to understand many of the disorders that upset health and destroy individual efficiency. We know that the digestive apparatus is the body's power house; the muscles are the engines that do the work; the bones are the levers; and in all of the joints are ropes and belts and pulleys. We are aware that none of the muscles ever push—they always pull, and they do this by shortening their length. But no one can explain why this contraction takes place. In fact, we know very little about the operation of the glands and practically nothing at all about the ways in which the nerves of the organs of sense receive their sensation."

of sense receive their sensation."

"Well, it was a profitable hour," said the sales manager as we arose from the table. "I have a couple of ideas in my mind that I want to work out."

On the way back to the office I could not help but think how foolish it is for anyone to believe that no worthwhile suggestions concerning his particular business can be obtained from people outside his own industry or profession.

Since 1900

[CONTINUED FROM PAGE 38]

A few weeks ago a notice was published in the office of the marines at Washington, D. C., stating that women employees could not be discriminated against in the matter of smoking—that they were just as free to enjoy a cigarette if they cared to do so, as the men. A few years back such a statement posted in a Government office would have been important enough to form an issue in a presidential election.

In 1907 there were only about five hundred and twenty-eight officially registered golf clubs, valued at approximately nine million dollars. Today we have about four thousand clubs, and an estimated value in excess of seven hundred and twenty-eight millions of dol-

The attendance at inter-collegiate football has increased from two million to about twenty million in the last few years.

The radio audience has come from an estimated figure of seventy-five thousand, five years ago, to about twenty-six million today. Sales have increased from sixty million to an estimated figure in excess of five hundred and thirty-five million in 1926.

These statistics give but a few indications of the way various industries have grown, organized, and are successfully competing for the leisure time and money of Mr. and Mrs. Consumer. Yet one thing has remained static. A day is still made up with twenty-four hours. All these industries are bidding for our time and money, yet we have but the same twenty-four hours a day to live and invest that our forefathers had before us.

This terrific new competition for the leisure time and money of the public has put a new requirement on the sales policy and methods of all national manufacturers,

On the other hand, the physical, mental and economic status of the average American family has kept in step with this program:

- (1) We live longer.
- (2) Our health is better.
- (3) Higher education is free to all.(4) Grandmother is mentally interesting and dresses very attractively.
- (5) Our wives and children are insured.
- (6) Women may travel anywhere in safety.
- (7) Our population has increased many millions.
- (8) We have free libraries, hospitals and clinics.
- (9) Fewer children and mothers are lost in child birth.
- (10) Employment is steadier, and panies fewer.
- (11) We have more leisure time on our hands.
- (12) Despite increased prices, the average family has one-third more purchasing power than it had in 1914.

Portions of an article written for the October Issue of the Red Barrel, the house organ and dealer magazine of Coca-Cola, as part of their program to show their salesmen and dealers what advertising will do.

New England's Second Largest Market

An Optional Combination Rate

The Providence Journal and The Evening Bulletin are published by the same company in the same building. This is sane business and an economical saving. Advertisers benefit by this economy.

The circulation of these newspapers is sold separately and not in a forced combination, so there is comparatively little duplication between them.

For illustration, the combined daily net paid circulation of these papers for June, 1927, was 112,884, while the net paid circulation of the July 4th issue of The Providence Journal (The Evening Bulletin was not published on this date) was in excess of 102,000.

Display advertising in these newspapers is sold separately but local and national advertisers are given an opportunity to buy the combined circulation at a decided saving—a matter of economy.

The Providence Journal-Bulletin optional combination rate represents the best advertising buy in the concentrated Rhode Island market and enables advertisers to reach a very great majority of the English speaking homes in this state at a minimum cost.

Providence Journal Company Providence, R. I.

Representatives

Chas. H. Eddy Company Boston New York Chicago R. J. Bidwell Company San Francisco Los Angeles Seattle

"easy to take"

WHEN they asked an Eastern customer of ours why he persisted in sending his printing to Grand Rapids he replied that one reason—was that we made it so very easy for him to get his printing done just the way he wanted it done.

Cargill Company Grand Rapids

first/only

DISPATCH SETS THE PACE

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

Columbus and central Ohio is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One newspaper... The Columbus Dispatch, can give you the key to sales in this fertile territory.

The Dispatch is first in news, first in circulation, and first in advertising.

NET PAID CIRCULATION

City	60,216
Suburban	28,937
Country	24,525

Total Circulation. 113,678

Golumbus Hispatch

Be Yourself!

[CONTINUED FROM PAGE 26]

that sounded like very bad static over the radio. The records were dance records, and not worth quibbling about. However, I didn't want to replace all my expensive records with the new style if this breaking down was likely to happen.

So I wrote the manufacturer and told him painstakingly all the details. I made it plain that I did not want a replacement of the records, as they had served their purpose; but that I would send them to him for examination if it would be helpful. My only point was that I wished to be assured that the same condition wouldn't crop up later in three dollar records. In four weeks the reply came racing back, substantially the same as the one I have manufactured in the case of the eggbeater company. "Glad to replace same if the fault is due to poor material or workmanship."

Not a sign of attention to my burning question of whether or not I shall buy new expensive records, nor to my unspoken question of whether or not I shall buy a radio, when I do start buying.

I haven't a radio, and am one of the few who have vowed never to get one. Yet That Day is probably approaching. Little by little I am being inched along the road to aerials and dials and batterics and what not. My phonograph is twelve years old. Probably the course of two or three years will see me buying either a new phonograph or a radio. It won't be both, you may be sure. Who is going to win my little \$250 when that day dawns? Did the rubber-stamp-wielding clerk at the phonograph company put a kindly hand on my shoulder and benignly point my feet toward the path that leads to another phonograph? He did not.

If I knew that this company was slipshod, and was being its real self in that letter, it wouldn't have been so bad. But I know that it isn't. I know that a wall has been erected, shutting me off from the real concern which is combatting the encroachments of radio; which is bending every effort to keep my friendship, as long as I am submerged in the great gray mass of the public. In its beautiful advertisingbeautiful in art work, color effects, and copy—this company is being itself. I wonder to how many people besides myself it has appeared as a sniffly, office-coat-and-grubby-shoes clerk, bored with the monotony of grinding out a sheaf of letters every day, and counting his score on the basis of quantity production instead of thorough analysis and intelligent answers?

Of course, it takes time and thought to give the personal attention that the individual letter requires. It would probably require a staff of three times as many twice-as-good sales correspondents to attend to the day's mail. Still, the company pays, let us say, two hundred and fifty thousand dollars a year for advertising space; the art work is done by famous artists; high priced men polish and re-polish the copy that

goes in the many-thousand-dollar advertisements. These advertisements go all over the country, in the hope that the casual reader, who perhaps is not personally interested at the time, will absorb a little of the essence thereof. The directly interested individual who has for a moment stood forth from the crowd and written in for some reason or other . . . this individual gets a flat chested letter which wouldn't be accepted for copy in the Bingville Bugle. Millions for the casual reader—but darned small change for the man who is directly interested.

If ever there was a point of contact at which the company ought to be itself, it is right there at the spark between a customer and the sales department. To be sure, there are ten thousand readers of the advertisements to every one who writes in himself; but that one represents either an accomplished sale to be groomed for future business, or a potential sale that needs smoothing and stroking to bring it into the fold. The other 9,999 in the ten thousand are unknown factors.

T seems as if there is something lop-T seems as n there is somewhat sided somewhere. Your average house is sales correspondent in a large house is probably a man who could successfully answer an advertisement for "High school graduate, quick, accurate, not afraid of work; good chance for advancement. State age and salary expected." I was one of them for quite a while during the war. When the boys who ran the steam hammers in the forge shop drew down from \$90 to \$120 a week, including war-time bonuses, I was awarded the princely sum of \$27.50 a week, also including a bonus. If the hammermen made a mistake, the result went out in the scrap heap and was salvaged. My mistakes ended up in the front office, started a hullabaloo, and perhaps involved somebody in a flying trip on the Wolverine to Detroit or Chicago or whatever. Something like 60 to 80 letters crossed my desk each day. I had to start in the raw, look up every bit of informa-tion on each letter and dictate the an-When I told my superior that I swer. couldn't be human and thorough with such a mass of letters, he said, "Treat 'em rough! Use form letters. Tell the girl which paragraphs to take. Use your time for something more valuable." Something more valuable, forsooth!

On the other hand, if the customer comes into the office in his own sacred person . . . ah! This way, Mr. Addison Sims, of Seattle! Into the special guest's reception room, fitted up with velvet hangings and circassian walnut furniture. Pall Mall cigarettes on hand-wrought iron stands; overstuffed lounging chairs, and deep-piled rugs. And the customer goes away glowing with warmth at his royal reception, and perchance, with a little tonic against the possibility of inclement weather nestling under his heart.

I wonder if there isn't an unsus-

I wonder if there isn't an unsuspected and staggering propertion of the total number of enterprises in this

THE ERICKSON COMPANY

Moderlising

381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following

BON AMI CONGOLEUM RUGS VALSPAR VARNISH **GRINNELL SPRINKLERS** McCUTCHEON LINENS PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES ARCADIAN SULPHATE OF AMMONIA **TARVIA** DUZ WOODTONE HAVOLINE OIL WALLACE SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT McKESSON & ROBBINS PHARMACEUTICALS NEWSPAPER INSTITUTE OF AMERICA PLYMOUTH BINDER TWINE SEMET-SOLVAY COKE TAVANNES WATCHES INDIAN GASOLINE BONDED FLOORS **NEW-SKIN**

What we've done for others we can do for you

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau

Bernhard Cursive

This beautiful new type face is designed by Lucian Bernhard to express Charm, Grace, Elegance and Delicacy.

HARPER'S BAZAR

selected it for their new layout as the leading Display type for Headings and Captions

(1) sk for our Portfolio of Inspirational Prints

(1) to BAUER TYPE FOUNDRY inc

1) lew York 239 N° 43d Itreet

now You ask One

When and how and why do women use cold cream? Why (or why not) does a man going to Chicago on business choose to stop at a certain well-known hotel? What is the probable market demand for a new water heater in ten large cities?

Does the husband or wife select the oil for the family motor?

Have women popularized a certain grocery product because they like it or because it keeps them thin? Is the continued demand for small felt hats due to bobbed

What percent of specified dealer material is used?

These and hundreds of other problems influencing advertising appeal and determining methods of distribution have been solved, by specific and confidential surveys, for Advertising Agencies and Manufacturers.

ARNOLD RESEARCH SERVICE

4910 West Pine Boulevard

ST. LOUIS, MO.

Trade surveys Market analyses Consumer reactions Let Us Find Your Answer

Know-Don't Guess

country doing this same sort of thing? The average morning's mail is certain to assay a far higher proportion of slipshod letters than genuine and intelligent answers to inquiries. Maybe I have been singled out by fate to run into more than the average share of this kind of thing. And I write plain enough inquiries. I try to picture an earnest young man, just out of high school, reading my letter. I say what I want in short and simple words; and I say it not once, but twice. And, oh, what sort of things come back!

There was the case of my old .22 rifle which had outlived its usefulness. The sights were expensive, and there was a special stock on the gun, so I wanted to save it. I wrote the manufacturers and asked if it would be practicable to bore it out to a .25 caliber and make it a center fire instead of a rim fire; if they could do it at the factory; if they could not, where could I have it done; and, finally, if it could not be done, whether I could get a .25 barrel fitted to my old stock and have the sights transferred. You know what the answer was. "We are sorry to say in reply to your inquiry, that we do not rebore rifles of our own or other makes. Very truly yours."

Of course it would be a troublesome job to answer this question, which was

Of course it would be a troublesome job to answer this question, which was not new business, but a request for accommodation. Yet in the matter of new business perhaps there was a reflex. About three years later I bought a repeater for a friend, who had given me carte blanche in the matter. And it wasn't of that manufacturer who couldn't be bothered to bore out my

Such things rankle for years. They are probably out of proportion, from the standpoint of the real values in the case. But an offhand, superficial letter is a slap in the face of the man who has written in. He took his time to sit down with a fountain pen and write, and he can't help feeling that he has been belittled. And after such a snub, all the grand splurges in the magazines are sounding brass and a tinkling cymbal. He has seen at first hand what stands for the company. You can't fool him with high-hat institutional copy. It may seem trifling; but there is no such thing as a trifle in these days when competition is so keen that it will go to incredible lengths to win a point. There are lots of maxims laid down in the business-building handbooks; but one I haven't seen is this: "To everybody at all times—Be Yourself!"

The Drug Store Has Become a Convenience Store

By De Leslie Jones

N is a changed institution. Occasionally on a side street, one sees a real old-time pharmacy, without a soda fountain and with a cat in the window as well as red and green lights. It's a musty, forbidding place.

It's a musty, forbidding place.
What has happened? Distribution has progressed, that is all. Consumers have got what they wanted. If you want the contrast, try to buy a tube of toothpaste late in the evening in

Come to Chicago ABCWEEK

The 14TH CONVENTION of the AUDIT BUREAU OF CIRCULATIONS will be held at the new Stevens Hotel, Chicago, Oct. 20 and 21, 1927.

Thursday, Oct. 20—At 10 a. m., group meetings to discuss subjects which will be announced before the meetings. Divisional lines will not be drawn and all who are interested in the given subject are invited to take part. This is a new feature of the Convention.

Thursday, Oct. 20—At 2 p.m., regular divisional meetings. Prospective members in all Divisions are invited.

Friday, Oct. 21—All Divisions will join at 9 a.m. in the general meeting as usual.

The ANNUAL DINNER will be held Friday evening in the Grand Ball Room, Stevens Hotel. Never has an A. B. C. dinner been held under such comfortable conditions as will be enjoyed this year. The Grand Ball Room will seat the entire company without crowding or overflow.

MAKE YOUR RESERVATIONS EARLY

Audit Bureau of Circulations

165 West Wacker Drive
CHICAGO

As advertised BOOT and SHOE RECORDER

Because HOSIERY is a genuine inspiration to the sale of more stockings in shoe stores, The McCallum Hosiery Co., Northampton, Mass., is a regular advertiser in this smart monthly section of the Boot and Shoe Recorder.



ABPABC

Philadelphia



BOSTON

Rochester

Gain in **16%** Circulation

New York

In the last six months Bakers' Helper has gained 16% in circulation. It now has over 9300 net paid in advance subscribers, more than 84% being executives and owners of bakeries.

Published Twice a Month
431 SOUTH DEARBORN St., CHICAGO

UR compositors work from clear instructions. They do not guess. They know, from the start, the requirements of each advertisement. An extra care this—a Diamant careand it costs no more!

Cincinnati

St. Louis

Write for booklet

Typographic Service CALedonia 6741 195 Lex. Ave.

London or Paris. You will find that this is no easy task. But in any fairsized town in America you may alight from a train, note that you are minus a hairbrush or a toothbrush and stop at almost any corner and be served promptly. Doubtless in your hotel there's a drug store, and lifting the receiver in your room is all the effort you'll need. What has occurred is that the drug

store has sensed its mission as an allaround eonvenience store. It began by being open at call by means of a night bell, for emergency reasons. Then it stayed open late. Finally it added a soda fountain to making staying open

nights pay. From this point forward the evolution has really been urged on the druggist by the public itself. Person after person came into the drug store, seeking some article which he needed and couldn't obtain because the other stores were closed. On the other hand, once the process started, manufacturers making specialties began seeking a

more lively distributor.

Take cameras, for instance. Within the last few years drug stores have passed the photographic stores in volume of camera and camera supply distribution. As a matter of fact, they sell more fountain pens than stationers, and are the biggest outlets for safety Numerous other items claim places of more or less prominence, too. The accompanying list does not include all items other than drugs, but at least the most interesting:

Paper clips Daters and pads Fire extinguishers Cleaning outfits (dusters, mops, etc.) Cigar lighters, tobacco pouches, etc. Bálfolds Thermos bottles

Watches

Auto tires (Columbia brand) Rubber aprons, baseballs, tennis balls, rubber gloves Cribbage boards, checkers, dominoes, dice

Ladies' hand bags Silver flasks, salt and pepper shakers

lvory picture frames and infants' sets lvory trays, soap boxes, puff boxes, hair receivers

Shell jewel boxes and bridge sets

Toy autos Christmas cards

Vacuum cleaners (Bee-Vac) Vacuum cleaners (Bee-Vac) Playing cards, tally cards, score pads, place

cards
Curves and drawing instruments, drawing
boards and sets, T squares, triangles,
protractors, artists' supplies
Dennison's labels, crepe paper, towels, nap-

kins
Inks and glues
Wire file baskets, pens and pencils
Wire file baskets, pens and pencils
Dictionaries and maps, books (novels) and
memo books
School supplies, note books. composition

books

books Social stationery Electric irons and stoves, percolators Fitted leather cases Razors and razor blades

One jobbing house selling such druggists' sundries does nearly a million dollars' worth of business a year with a customer list of 2000 independent druggists. And here is a peculiar fact: More of these miscellaneous articles are sold by druggists in small towns today than in the very big cities. This is contrary to impressions carried by many people, but the logic of it is quite apparent. There are very few specialty shops in smaller cities and towns, and few stores are open at night. The consequence is that the drug store is more of a convenience store there than in the large city.



The Pacific Northwest, with only $2\frac{4}{10}\%$ of the population, uses 25% of the nation's electric ranges. Such an amazing market for household electrical appliances is an index of the progressiveness and prosperity of this region. The Oregonian leads all Portland newspapers in volume of electrical goods advertising, just as it leads in total advertising and in circulation. Its dominance and influence in the Oregonian market enable it to sell goods for advertisers quickly—economically.



The Oregonian

PORTLAND, OREGON

The Great Newspaper of the Pacific Northwest
Circulation over 104,000 daily; over 154,000 Sunday

Nationally Represented by VERREE & CONKLIN

New York 285 Madison Ave. Chicago Steger Building

Detroit Free Press Building San Francisco Monadnock Building



FREE to you!

Hall's new book with Hall's great Library

Are you breaking into advertising?

Hall's new book—GETTING AHEAD IN ADVERTISING—is a book you will want if you are trying to get a foodhold in this field; in fact you will be glad to have a copy if you are already engaged in this work, regardless of hew, or where, or at what price.

The book is a meaty little volume of how to use advertising and selling ability to your own best advantage; it gives you hundreds of bits of practical experience in making your efforts count. It comes to you FREE with

S. Roland Hall's LIBRARY OF ADVERTISING AND SELLING

4 Vols. 3323 pages, 1090 Hlustrations, flexible bluding, \$1.50 in 10 days and \$2.00 monthly.

This is the Indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves ahead. Hundreds of experts in all branches of marketing have it hardly for reference. Agencies throughout the country have these books in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

\$20 worth of books for \$17.50 Only 7 cents a day

The big, well-paying jobs call for men with all-around knowledge of the entire selling business — advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most sweezsful selling organizations. You get them—hundreds of them—in this great set.

Examine for 10 days FREE No money down Small manthly payments

Try the set for yourself. Examine it at our expense. If you like it, keen it; if you don't, send it back. It has helped and its helping others. There's personal wisdom in seeing, at least, what it can do for you

Prove it for yourself Mail the coupon now



FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc. 370 Seventh Avenue, New York

You may send me the HALL LIBRARY OF ADVERTISING AND SELLING for ten days' free examination.

If the books are satisfactory, 1 will send \$1.50 in ten days and \$2 a month until your special price of \$17.50 has been pald. With the Labrary 1 am to receive a free copy of Hall's GETTING AHEAD IN ADVERTISING AND SELLING If not wanted, 1 will write you for shipping Instructions.

		-		•					-										
Name .												,				,		,	
Address								-											,
Position																			
Company																			

If YouHaveTears,Prepare to Shed Them Now

[CONTINUED FROM PAGE 31]

ing breasts as would strike fear into the hearts of a dozen sedate publishers!

Advertising rates are theoretically gaged to sell goods at a profit. But when those rates, unknown to the advertiser, actually double and triple, how can advertising continue to sell goods at a profit! If advertising space is not given away in the first place, how can advertising pay for itself when its costs advance three steps while its effective-

ness advances only one?

Mr. Goode, unwittingly states the case in the entire body of his article. He writes: "Coverage is a noble term. But it doesn't mean much. . . . Advertisements are like bullets in a battle. Only those that hit count. All others fly unnoticed. Mere repetition will no more polish a prospect into a purchaser than a hail of passing bullets will gradually kill a soldier. To be effected at all, each individual must some time or other definitely notice one of your advertisements. Unless that advertisement sells him, then and there, you have lost your best chance. To continue to hammer that individual with the same advertisement, or even one which resembles it, is like trying to teach fish to bite bait they won't touch."

'XACTLY! Mr. Goode, to repeat Mr. EXACTLY: Mr. Goode, we are an excellent advertising man. He realizes the truth (and states it in his article) that the advertiser may buy a unit of circulation, but he is only going to find a certain percentage of that circulation open to his proposition. He can repeat his ad again and again, or different versions of it, but only a definite group in that circulation will be interested in it. His statement agrees with Claude Hopkins' assertion that the first advertisement is the most important, that it skims the cream from the milk in one fell stroke and subsequent advertisements derive their profit from the millions of new faces appearing monthly in the market place.

Which is a good argument for repeated advertising over a period of time, rather than duplicated advertising to one month's crop of prospects—two entirely different matters, in spite of Mr. Goode's "crazy quilt of reasoning," which does not apply to modern advertising men so much as Mr. Goode's

article would seem to indicate.

Mr. Goode is something of an old timer in advertising, and he probably remembers well the days when advertising consisted mostly of nameplate repetition. It did not attempt to sell, then and there. It did not need to. Advertising rates and advertising competition were negligible. When the prospect was in a mood to buy, he remembered the name of the product that had been impressed on his mind over such a long but, nevertheless, inexpensive period.

Today, with advertising costs at such a figure as to make the most hardened financier gasp; with advertising competition so keen that each piece of copy vies to offer an ever more convincing reason, the successful advertisement is only successful, as Mr. Goode states, when it sells the reader right on the snot.

MODERN advertisement writers have less use for the woman who may be in the market for a tooth paste next month, than they have for the woman who is in the market for that tooth paste today. Look at the most outstanding pieces of copy in this month's magazines. Complete jobs of hard pan selling are they, obviously designed to sell interested persons on the spot. That same advertisement pushed again and again under the nose of a nonprospect, we agree with Mr. Goode, is waste. Efficient advertising should consist in placing the sales story before the greatest number of real prospects, rather than before the same proportion of prospects and non-prospects the greatest number of times. As Mr. Goode himself says: "Minds make the market—not pocketbooks, not circulation. . . ." In every 3,000,000 audience there are just so many prospects. The simultaneous hitting of that audience with 3, 4 or 5 copies of the same advertisement will not increase the number of those prospects. Nor will the third, fourth or fifth repetition of the same reasoning convince a prospect who disbelieved the story the first time.

One of the greatest evils of duplication is rooted in its cause. Many advertising men believe today that circulations are too high. Yet daily goes on the battle for more and ever more circulation to raise—or merely hold the advertising guarantees. When you go home tonight, ask your wife how many magazine solicitors have posed on your doormat during the day. She will describe them: college boys contesting for scholarships, old men begging for charity, youngsters trying to make pin money, otherwise respectable ladies soliciting funds for a new roof for the First Baptist Church; magazine solicitors all, selling their wares by playing on the prospect's pity rather than by offering a desirable service. Only on such a basis could we find the situation where nearly 50 per cent of homes receiving magazines take from 4 to 10 magazines each month (Advertisers' Weckly) or where 64 per cent of the homes receiving magazines take from 3 to 10 magazines each month (National Advertising Survey); far more than any normally busy human being could really want to take the time to read

What home, as a result, has not one or more magazines still in the wrapper at the end of the month? What subscriber is able to give that thorough attention to each and every publication for which the advertiser has paid?

Advertising results, claim many keyed copy experimenters, are dimin-



ROTOGRAVURE Perfect Pictures - the Universal Language





One picture can tell a story that a thousand words might fail to convey . Your sales message, whether it be for men's wear, furniture or "what nots," can be effectively delivered to most every worthwhile person in your trading area by the medium of rotogravure . Ask the roto man on your paper to submit some suggestions for further popularizing your store. He'll be glad to do it with not the slightest obligation to you. And you will find his help surprisingly valuable.

Marx & Haas Clothing Company Photograph by J. W. Pondelicek



OTOGRAVURE sections are published every week in fifty-two cities of North America by these eighty-two newspapers

- *Albany Knickerbocker Press
- *Atlanta Constitution
- *Atlanta Journal
- *Baltimore Sun
- *Birmingham News
- *Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *Buffalo Sunday Times Chicago Daily News
- *Chicago Jewish Daily Forward
- *Chicago Sunday Tribune
- *Cincinnati Enquirer
- *Cleveland News
- *Cleveland Plain Dealer
- *Denver Rocky Mountain News
- *Des Moines Sunday Register
- *Detroit Free Press
- *Detroit News
- *Fort Wayne News-Sentinel
- *Fresno Bee
- *Habana, Cuba, Diario De La Marina
- *Hartford Courant
- *Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *Kansas City Star

You ADVEJ free ex

1f t \$1.50

Add

*Long Beach, Calif., Press Telegram

- *Los Angeles Sunday Times
- *Louisville Courier Journal
- *Louisville Sunday Herald Post
- *MemphisCommercial Appeal Mexico City, El Excelsior
- *Mexico City, El Universal
- *Miami Daily News
- *Milwaukee Journal
- *Minneapolis Journal
- *Minneapolis Tribune
- *Montreal La Patrie Montreal La Presse
- *Montreal Standard
- *Nashville Banner
- *Newark Sunday Call
- *New Bedford Sunday Standard
- *New Orleans Times Picayune New York Bollettino Della
- Sera *New York Corriere D'America
- *New York Evening Graphic
- *New York Jewish Daily
- *New York Morning Telegraph
- New York Il Progresso Italo Americano
- *New York Evening Post New York Herald Tribune
- *New York Times

- *New York Sunday News
- *New York World
- *Omaha Sunday Bee
- *Peoria Journal Transcript
- *Peoria Star
- *Philadelphia L'Opinione
- *Philadelphia Inquirer
- *Philadelphia Public Ledger & North American
- *Providence Sunday Journal
- *Richmond, Va., Times-Dispatch
- *Rochester Democrat Chronicle
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *Springfield, Mass., Union-
 - Republican
- *Syracuse Herald
- *Syracuse Post Standard
- *Toledo Sunday Times
- *Toronto Star Weekly
- *Washington Post
- *Washington Sunday Star
- *Waterbury Sunday Republican
- *Wichita Sunday Eagle
- *Youngstown, O., Vindicator

olo

26

Reg U.S. ROTOPLATE Pat Off

the perfect paper for rotogravure printing is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark Company

Esiablished 1872 Neenah, Wis.

NEW YORK Chambers Street

CHICAGO 208 S. La Salle Street

LOS ANGELES 716 Sun Finance Building

ishing. It is only logical that the lessened reader interest due to forced circulation duplication should be an underlying cause. Another cause for tears, Mr. Goode!

Competition for business is growing keener every year. For every additional dollar that the competing advertiser spends, he is entitled to receive a dollar's worth of new prospects. Entitled! Nay, the ever more rigid economic situation demands that he re-

ceive his money's worth.

The advertiser who is talking to only 3,000,000 people today while he believes he is reaching and is paying to reach 10,000,000 may not notice a difference in his next semi-annual statement, but two years from now, or three, he will have to bow to the competitor who has been all this time talking to a real 10,000,000 persons at no greater advertising expense. He will have to study circulation duplication intensively, and buy space scientifically, or else cease

buy space sciencial, all advertising.

Why wait? and why weep? Now is the time to fight. The duplication reports of authoritative surveys should be studied and acted upon; not worried about. Regular combination lists should be constructed from magazines that duplicate each other to a minimum, with the heavily duplicating magazines used for supplementary purposes only. Such a list is not only practicable but simple to devise. Some pairs of magazines will be found to duplicate each other heavily. As high as 40 per cent. Others will be found to have a minimum duplication. As low as 1 per cent and 2 per cent in many cases.

The average duplication of 10 magazines may be nearly 4, 5 or 6 copies to a home, but a schedule combining magazines A B, and C, one month, in alternation with combinations of magazines D, E, F, and G, and H, I, and J, in rotating months, might give the same actual coverage, capitalize on the trade and reader good-will value of all—at one-third of the heretofore accepted acet

cepted cost.

Wipe away their tears about duplicate circulation, Brother Goode. But, do a permanent job by showing them how much stronger they are than the Bogey Man; don't hastily rock them to sleep so that you can continue to work undisturbed. A sudden tummy ache and a piercing shriek in the night may bring you back to do the job all over again.

ClevernessVs.Character

[CONTINUED FROM PAGE 44]

Specialty Manufacturers' Association, he goes on record with the precept that the manufacturer must be guided by the fundamental principle that his business is dedicated to paramount public service. The declaration states that the motivating force of the manufacturer must be a true spirit of justice, amity, responsibility and service. He must try to preserve the opportunity and rights of all, for the benefit of all concerned.

Ten years ago the so-called clever sales executive would have deemed Mr. Philips of low mentality if he made an open statement involving the fundamentals of character. They would call it far-fetched and useless from a sales

WHEN YOU SIGN ONE OF THESE—

ADVERTISING and SELLING
9 East 38th St., New York

THIS IS WHAT YOU GET—







ONE EVERY OTHER WEDNESDAY FOR A YEAR

AND THIS—

Advertising and Selling

Domestic \$3.00 Canadian 3.50 Foreign 4.00 Nine East Thirty-Eighth Street New York City

Date_

Subscription to Advertising and Selling for YEAR ENDING.....

\$3 00

To Insure Proper Credit, Please Return This Bill
No receipt will be sent unless requested. Our endorsement on
your check is your receipt.



creation-

Lake Decatur is more than a picture . . .

It has been created to solve the last hampering problem of the corn belt. Central Illinois is in the heart of a section enjoying the joint wealth of farms and mines, but the country is flat. Decatur, the city of greatest interest in this same territory, with more than a hundred diversified industries, saw that water was an essential need to further development, and so its citizens created an artificial lake fourteen miles long.

The reward has been new industries, a permanent water supply for a city three times the present size, and recreational facilities that draw an increasing number of visitors into the city the year 'round. All this has meant a retail market widening in all directions, and THE REVIEW, known as "The Community Paper," is of greater value than ever before as an advertising medium.

In addition to 86% coverage of the city, it goes throughout rural districts and lesser towns for a wide radius, east, west, north, and south.

K(ILLINOIS)



We are the producers of some of the oldest and most successful house organs in the country. Write for copy of The William Frather Magazine

The William Feather Company 605 Caxton Building :: Cleveland, Ohio



standpoint. Today big business as well as small business is insisting in its advertising and in its selling that the one royal road to maximum profits can come only through confidence from the buying public.

Confidence rarely comes instinctively from a recognition of cleverness; it has always come from a recognition of

character.

Question Your Questionnaire

[CONTINUED FROM PAGE 34]

Somebody must spend money. If intended for publication, the only profitable return for that money is distinctly favorable testimony. In these circumstances no intelligent person could be expected to investigate a poor locality. Or to frame a set of questions that would fail to bring in favorable answers. And if anything slipsso that the answer turns out less favorable than expected—the results, naturally enough, are never published.

The man who intelligently consults public opinion before committing himself to the smallest move may get lots of bad news-and die a millionaire. But the advertiser using a questionnaire to dig up favorable evidence is in the fortunate position of the young man who tossed up Sunday morning to see whether he should play golf or go to church. And had to flip the coin sixteen times in succession for the right answer.

A. N. A. to Discuss "Modern Trends in Marketing"

"Modern Trends in Marketing" will be the key-note subject of the program for the annual meeting of the Association of National Advertisers, Inc., to be held at the Hotel Roosevelt, New York, on Monday, Tuesday, and Wed-nesday, October 31—November 2, in-

"A New Local Medium Through Standardizing Direct Mail Units" suggests an interesting tie-up between national advertisers and dealers. Other subjects which indicate that the program will be one to appeal, not only to advertising managers, but also to sales managers and other marketing execu-tives, are: "The Purchasing Agent's Attitude Toward Advertised Merchan-dise," and "Economic Aspects of Price Maintenance" Maintenance.

Speakers on these and other subjects for the program will be announced later.

The following program committee has been appointed by the A. N. A. has been appointed by the A. N. A. president, S. E. Conybeare, Armstrong Cork Company: Merle Banker Bates, Life Savers, Inc., chairman; Lee H. Bristol, Bristol-Myers Co.; S. Bayard Colgate, Colgate & Co.; W. S. Lockwood, Johns-Manville, Inc.; Carl J. Schumenn, Hile Varnish Corporation: Schumann, Hilo Varnish Corporation; Aldrich Taylor, Pacific Mills, and P. L. Thomson, of the Western Electric Company.

And now the famous Arrow Shirts and Gotham Underwear will be made in ATLANTA

Why Cluett. Peabody & Co. Selected ATLANTA

"Having for several years maintained stockrooms in

Atlanta for distributing our products through the entire and added advantage in locating a southcast, we have an added advantages in labor, close plant in close proximity to this distributing plants, excelly plant in close proximity to this and finishing plants, excelly proximity to the cloth mills and finishing plants, excelly proximity to the cloth mills and finishing plants, excelly proximity to the cloth mills and finishing plants, excell proximity to the cloth mills and finishing plants, as well as being product in the South, splendid climate, as well as he product in the South, splendid to live.

The labor supply is of a very high quality and shirts, were desirable in the manufacture of high-grade shirts.

THE history of Cheett, Peabody paradels closely the history of many of the 864 nationally-known concerns that have established Southern head-quarters in Atlanta. To begin with, these great concerns placed their Southern sales offices here because of the transportation facilities, the economy of routing men and merchandise.

The coming of hand-to-mouth buying caused them to warchouse their goods here, so as to better serve their Southern trade. They found that quick service, "overnight" delivery, meant increased volume and profit.

Then, as the Southern market expanded and developed, with amazing celerity, they analyzed the field for branch plant location from which to produce for this rich market. And as it developed that Atlanta location offered vital economics in the fundamental factors—savings in labor, power, raw materials, building costs, taxes and many other economics—they have, one by one, located their branch factories in the Atlanta Industrial Area.

Report Gains

A year ago, Sears Roebuck opened up their three million dollar branch in Atlanta. On the first anoiversary they made this statement: "We have accomplished in our first year what we had hoped to accomplish in two . . . Atlanta taught us we were losing business."

Selecting the more aggressive concerns that sell the South from Atlanta, the Industrial Bureau secured from them statements of business gains since their Atlanta branches have been in operation. These concerns cover a widely diverse group of industries. The executives replying report gains that average 41.07% a year for a period averaging twelve years.

That is what an Atlanta branch actively and ag-

ARROW SHIRTS



Above is shown Cluett, Peabody & Company's new factory in Atlanta, which will produce the famous Arrow Shirts and Gotham Underwear gressively managed, can mean to a business. We will be glad to make a survey to determine whether or not it can mean as much to your business.

Without cost or obligation, the Atlanta Industrial Bureau will report to you, in full detail, the economic factors involved in your consideration of Atlanta as a location for your branch office, warehouse or factory. Write

INDUSTRIAL BUREAU
102 Chamber of Commerce

ATLANTA

Industrial Headquarters of the South

Agencies

 ${f I}^{
m N}$ advertising agencies, collectively, will be found all that has thus far been discovered about advertising and selling.

To use a current slang expression, "They know their groceries."

It would seem, then, logical to conclude that a publication frequently selected by advertising agencies-experts in sales promotion — had a considerable something of value as an advertising vehicle.

These representative and reputable advertising agencies are placing space in INDUSTRIAL POWER at this time.

Draw your own conclusions.

Advertisers Individual Service
The Aitkin-Kynett Co.
Anfenger Advertising Agency, Inc.
Anbrey & Moore, Inc.
T. H. Ball & Staff
Barrett-Kneibler, Inc.
Barton, Durstine & Osborn, Inc.
G. M. Basford Co.
Breeding, Murray & Salzer
G. W. Brogan, Inc.
Campbell-Ewald Co.
David H. Colcord, Inc.
E. C. DeWolfe
Dorrance, Sullivan & Co., Inc.
Doyle, Kitchen & McCormick, Inc.
Eastman Advertising Service
A. H. Frasholt
Paul A. Florian
Fonda-Haupt Co., Inc.
Freystadt-Juraschek, Inc.
G.o. H. Gibson Co.
Russell T. Gray, Inc.
Hanff-Metzger, Inc.
Hanff-Metzger, Inc.
Hanff-Metzger, Inc.
C. A. Heinecken Co.
Carl I. Henrikson
Interstate Advertising Service Co.
Robert June
I. L. Kentish-Rankin
George J. Kirkgasser & Co. Robert June
1. L. Kentish-Rankin
George J. Kirkgasser & Co.
Wm. G. Kreicker & Co.
Lunden Advertising Co.
R. E. Lovekin Corp.
F. J. Low Company, Inc.
McLunkin Advertising Co.
McLuckin Advertising Co.
Much Advertising Agency Metalus-Kingers Organiza Muce Advertising Agency MacManus, Inc. A. Eugene Michel & Staff The Morgan-Todd Co. Moser & Cotius The Moss-Chase Co., Inc. The Moss-Chase Co., Inc.
Newell-Emmett Co., Inc.
Newell-Emmett Co., Inc.
John W. Odlin Co., Inc.
P. F. O'Keefe Advertising Agency, Inc.
C. J. Oliphant Advertising Agency, Inc.
Irvin F. Paschall, Inc.
Picard, Bradner & Brown, Inc.
The Powers-House Co.
Rickord and Co., Inc.
Sando Advertising Co.
Shankweiler Advertising Agency, Inc.
Smith-Elliott Co.
Smith-Elliott Co.
Walter B. Snow and Staff, Inc.
Street & Finney, Inc.
Paul Teas, Inc. street & Finney, Ω Paul Teas, Inc. Technic-Ad Service Technic-Ad Service
C. H. Trapp Advertising Agency
O. S. Tyson & Co.
R. E. Tweed Co.
Walker & Downing
Whipple & Black, Inc.
Edmund S. Whitten, Inc.
Wightman-Hicks, Inc.
W. J. Williams Advertising Service
H. C. Winchell Advertising Agency
Yost Advertising Co.



"Bonnie Blair"

There is a tiresome sameness in the way most towns make themselves known to those who enter them by automobile. Almost invariably, on the right-hand side of the highway leading into the town is a sign which reads about as follows:

You are now entering the incorporated village of BLANKVILLE

Reduce speed to 20 miles an hour Occasionally the announcement is like this:

This is BLANKVILLE

Rotary Club Luncheons Every Thursday at the Grand Hotel You are invited

A week or so ago, while motoring in Ontario, I saw a greeting sign which sticks in my mind. Here it is:

Welcome to the Sporting Town of Bonnie Blair -the heart of the world

I call that pretty nearly perfect.

They Begin Young Nowadays

Myself: "What are you going to do when you're a man, Gordon?

Gordon (aged seven): "I'm going to sell automobiles."

Myself: "What kind of automobiles?"

Gordon: "Chryslers."

Myself: "Chryslers, eh? Why not Fords?"

Gordon: "Aw, you don't get enough money for Fords."

The Perfect Home

My sister-in-law has just returned from a visit to relatives in—well, never mind where.

"I met all sorts of nice people," she says, "but I was appalled by the fact that they all seemed to have the same ideas about how their homes should be furnished. Their thought seemed to be that no home was completely and properly furnished which did not have a radio, a self-playing piano and a suite of overstuffed furniture."

Standard (?) Time

I am not half as enthusiastic about this daylight saving time as I used to

It's all right, quite all right, as long as one stays in New York. It is an infernal nuisance when one travels at

This is about what happens: The first city you reach operates on D. S. time. "Fine!" you say to yourself.
"Just like New York." The next city time. doesn't. You get there at 8.30 a.m. by your watch and find, to your disgust, that none of the stores and only a few of the restaurants are open. You say to yourself "I guess they stick to railroad time this far from New York." You turn back your watch an hour, only to discover, when you enter Blankville, thirty miles away, that that enterprising burg has its own ideas as to what it should do in the matter of time. The thing is a good deal of a nightmare-you never know where you are.

For-I don't know how many years -we've tried the "double" standard. Isn't it about time we abandoned it? I do not mean to say that we should give up daylight saving time, though that would be better than the present plan of having one standard in one city and another standard in the next city.

Possibly, if the advocates of railroad time were to concede half an hour one way and the advocates of daylight saving time conceded half an hour another way, the problem would be solved satisfactorily.

We Can Always Afford Luxuries

In the chair in front of me, at last night's concert at the Stadium of the College of the City of New York, sat a small, bushy-whiskered man who looked not unlike the pictures one sees, sometimes, in the tabloids of "The Ac-He was enjoying himself cused." hugely. As much cannot be said, however, of those of us who got an occasional whiff of the "two-fers" he smoked. Poison-gas was heavenly perfume in comparison with them, to put it mildly.

It seemed strange to me to see so roughly dressed a man occupying a seat for which he had paid a dollar, when hundreds of seats at a quarter that price were available. Then the thought came to me: "Aren't we all like that? We stint ourselves on the necessities of life, but we always have money for the luxuries."

JAMOC.

HAN LITTLE DRAMAS IN THE LIFE OF A GREAT NEWSPAPER SYSTEM DO



While the walls tottered around them.. they buried the linotypes.. and saved the city's news service

When the great fire of 1906 swept San Francisco, not a newspaper office was left standing.

But while the walls were still tottering, the men of the SCRIPPS-HOWARD Daily News were feverishly digging under the press room floor to bury and protect the linotypes.

So it came that the San Francisco Daily News was the first paper in the stricken city to resume news service.

Men do intrepid things when they work on their own. If they share in the profits, they will not weigh their share of the toil and hardship. That is one reason why the history of SCRIPPS- HOWARD Newspapers is illuminated by so many pages of heroic achievement by individual staff members.

For these newspapers are owned and controlled from within, by the men who make them, by the editors, writers, executives and publishers. Their concerted efforts to make SCRIPPS-HOWARD Newspapers still greater never lessen.

For there is ever sounding in their ears that stirring Marseillaise to ambition—the worker's right to share in the fruits of the progress he helps to create.

NEW YORK . Teogram SANFRANCISCO . New DENVER Recky Mr. New CLEVELAND . . Pen WASHINGTON . New DENVER . Evening New BALTIMORE . . . Pin CINCINNATI . . . Pen TOLEDO . . New-Bee PITTSBURGH . . Pen TOLIANAPOLIS . Time COLUMEUS . . Citizen COVINGTON . . Kentucky Pest—Kentucky Estition of Cincinnati Post

SCRIPPS-HOWARD MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS



AKRON , Tome-Pres YOUNGSTOWN Loccess. KNOAVILLE No. sentind BIRMINGHAM . P.it. FORT WORTH . Pre. IT PASO Pre. MEMPHIS Pres-Samtar OKLAHOMA CITY No. . SAY DILGO . . Sun HOUSTON . . . Pres EVANSHILL Pre. TERRE HAUTE . . Pre. ALBUQUERQUE . . . New Means State Tor une

NEWSPAPERS AND MEMBERS OF THE UNITED PRESS

ALLIED NEWSPAPERS, INC., National Representatives
250 PARK AVENUE, NEW YORK · CHICAGO · SEATTLE · SAN FRANCISCO
. CLEVELAND · DETROIT · LOS ANGELES

Pyramid Sales

"Don't know how I ever got along without Pyramid."



THAT'S what one salesman wrote in to the Carter-Mayhew Manufacturing Company of Minneapolis, regarding his use of the Pyramid Sales Portfolio. And in matters such as these, salesman are, after all, the best judges. That is the reason so many manufacturers are supplying their men with Pyramids. Our booklet completely covers both the single and double visual Pyramid Sales Portfolio—may we send you a copy?

Ask the Man Who Fisc. One

Ask the Man Who Uses One

Michigan Book Binding Co. Schmidt Power Bldg., Detroit, Mich.

FACTORIES: Detroit, Mich. Walkerville, Out



"The Red Book"

The Standard Advertising Register aims to furnish

Accurate and Timely Information

about National Advertisers and Agencies

IT HITS THE MARK

Its Listings are the Most Complete, Best Planned, and most Accurate of any Service

> Put the Register in Your Reference Library

Publishers, Agencies and all serving National Advertisers

Can Use the Register to Create Business

National Register Pub. Co.

R. W. Ferrel, Manager

15 Moore St
140 S. Dearborn St
209 California St San Francisco
925 Walnut StPhiladelphia
7 Water St

An "Amazing" Epidemic

By Ira Fleming

Advertising Manager, Geo. P. Ide and Co., Inc.

N a recent issue of Advertising and SELLING, Henry Eckhardt related his experience in discovering the "greats" of automobiles during a twenty-five mile motor trip.

The writer recently took a twentyfive minute trip in perusing periodical advertisements, with these "amazing"

results: "In Cadillac, we see one of those amazing paradoxes with which America is continuously astounding the world."

"Any owner will tell you amazing facts on Franklin economy.

"Chrysler conquest of Europe as amazing as its resistless advance in America."

"This amazing super-six performance and quality is economical to buy and own," says Essex.

"For at its amazing price, it is certain to be in high demand from the out-' adds Paige. set.

"Drive it—feel its responsiveness, its liveliness, the *umazing* power of it," is the way Willys-Knight puts it.

"Consistent progress and proved design have resulted in the most amazing quality in Chevrolet history. And too, amazing low prices.'

And from Buick:—"Truly amazing performance! But amazing only in comparison with other cars.

Amazing qualities are not confined, however, to automobiles, as will be seen from the following:

"Send for this amazing book-how to work wonders with words"—North American Institute.

"And they started by reading this amazing book" — National Salesmen's Training Association.

"You must see this amazing book to appreciate it fully"-Walter J. Black Co.

"It can be written with amazing rapidity"—Brief English System.
"This amazing test proves the effectiveness of the Eureka High Vacuum principle of cleaning."

"The Bee-Vac meets every need

at an amazingly low cost!"
"Now you can do amazing things"—Berry Bros. (paints).

"Amazing new shaving invention means no more blades to buy."-

Kriss Kross. "Even blasé New Yorkers marvel at this amazing lipstick". Tangee

"You'll be amazed at the transformation which will take place" —Ovaltine.

"You will be amazed by the improved appearance of your hair"— Pinaud's Eau de Quinine.

"Discover the amazing whiteness of your own skin."—Gervaise Graham. "Amazing invention gives you a new kind of tire."—The Coffield Tire Protector Co.

"Amazing new invention banishes puncture trouble forever"—C. F. Johnson & Co.

"Amazing anti-glare device for automobiles"—The Lee See Co.

"This amazing new electrical discovery will end your dandruff—stop fall-ing hair"—The Larson Institute. "Until you hear the new Orthophonic

Victrola play the new Orthophonic Victor Records, you cannot have the remotest conception of the thrill this

amuzing combination will bring you."
"Obtain a cake today. Then note the amazing difference one week makes"-

Palmolive Soap.

"Cost of operations is amazingly low"—Frigidaire.
"Costing five whole dollars, and

placed on the market when other rashaving soap, Schick Repeating Razor has had an amazing sale.

"You will be amazed at the beauty of the lustrous, deep-toned polish so easily and quickly produced."—Johnson's and quickly Liquid Wax.

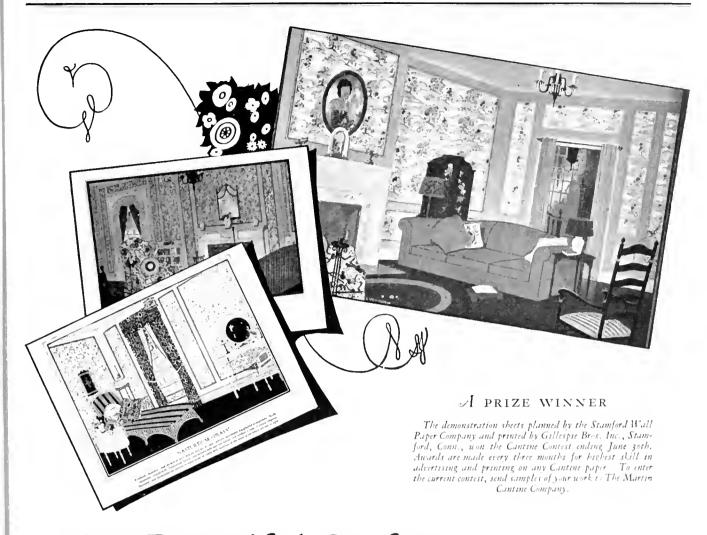
"And you'll be amazed at the improvement in the tone and feel that Mennen's brings to your face."

Advertising a City to Its Citizens

THE Schuman Trophy, presented annually by the Association of Newspaper Advertising Executives for the most constructive story of a newspaper advertising success, was won this year by The Milwaukee Journal. The campaign thus recognized con-



sisted of twenty-six full page insertions, published bi-monthly in the Sunday edition of that paper, designed to promote various phases of the welfare of the city of Milwaukee. It was conceived and executed by the Promotion Department of the Journal and was



Use Beautiful Surfaces to Sell Beautiful Surfaces

Beauty is surface deep only. Barren walls covered with a very thin decoration instantly become things of beauty and charm. The Stamford Wall Paper Company clearly demonstrates this through paintings of interiors reproduced in color on Cantine Coated Papers.

In planning your own booklets, catalogs or other literature, remember that it always takes beautifully surfaced paper to show beautifully surfaced merchandise adequately on a printed page.

The Cantine Mills have been devoted exclusively to the coating of paper since 1888. Here the art of coating has reached its highest development. For any purpose designing to show beauty in merchandise, you will find a Cantine paper that suits the requirements exactly.

Cantine jobbers service the country with quick deliveries. For free sample book showing Cantine Papers for all requirements, and name of nearest distributor, address Dept. 342.

The Martin Cantine Company, Saugerties, N. Y. New York Office, 501 Fifth Avenue

Cantine's

COATED

CANFOLD
SUPREME FOLDING
AND PRINTING QUALITY

Ashokan

Esopus

VELVETONE

LITHO C.1 S.

ADVERTISERS sometimes play sheep-following and fall into a typographic rut. But there is no sheep-following here. We strive to give to each advertisement an individual character that is at once appropriate and sensible.

It sometimes takes a little more effort to think it out. But it helps our clients' advertising and that is what we're here for.



WIENES TYPOGRAPHIC SERVICE, INCORPORATED

203 WEST FORTIETH STREET

NEW YORK

"We do not advertise enough abroad.

"The feature of modern advertising is peculiarly American, and should be indulged in abroad to a greater extent. It surmounts the barrier of price, if convincing, for it conveys the thought of quality and service. Corollary thereto, it represents quality and service, for only a product which embodies these features justifies such an expenditure."

From "Markets for Prepared Medicines" by M. C. Bergin, Chemical Division, Burenu of Foreign and Domestic Commerce.

LA PRENSA of Buenos Aires is "South America's Greatest Newspaper"

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

financed by a group of fifty concerns and individuals of the city.

The scope and handling of this campaign is described in the accompanying article, a somewhat abbreviated version of the *Journal's* original story which carried off the award in question.

"On the theory that civic interest, like charity, should begin at home, *The Milwaukce Journal* devised a plan by which to 'sell' the people of Milwaukee

on the merits of their city.

"That the campaign produced satisfactory results will be seen in the successful drive for industrial promotional funds conducted by the Milwaukee Association of Commerce, and by the fact that after the first twenty-six pages had been published, the fifty sponsors who paid for the space were so well pleased that enough subscriptions were received by The Journal to continue the series for an additional twenty-six

pages.
"The copy carried well executed drawings and photographs of Milwaukee parks, the zoo, library, museum, churches, schools and colleges. Manufacturing and business districts and institutions were treated in a similar manner. Good roads and streets, sanitation, health records, amusement and outdoor sport facilities, transportation facilities, financial advantages and institutions, and Milwaukee's beautiful residence sections were written up and illustrated in the series.

"The copy itself was handled in an inspirational, enthusiasm-breeding manner. For instance: It was shown that Milwaukee had a certain number of industries which are the largest of their kind in the world. It was shown how these industries contribute to the welfare of every citizen and the city at large by bringing money into Milwaukee from all parts of the world—money for the wage earners, who in turn use it to purchase commodities from Milwaukee merchants and others, thus providing a means of livelihood and profit for a large portion of iMlwaukee's citizens.

"Detailed information on the activities of Milwankee's educational institutions and churches, its library, museum and parks, and the benefits derived by Milwaukeeans from these institutions were featured in a number

of pages.

"The entire series was aimed at creating, in the minds of the readers, a feeling of confidence in Milwaukee and its institutions; to make people feel satisfied with their citizenship. It was hoped to accomplish two things by this, namely:

1. To reduce the migration of people to other localities, and

2. To encourage Milwaukeeans to invest their money in Milwaukee property, or enterprises.

"That the campaign succeeded in both seems evident from the fact that Milwaukee's population shows an enormous increase and that its building record exceeds, by far, that of any other period in its history. Since the campaign started running, Milwaukee has added a two million dollar hotel, several other hotels in the half million or more class, several new bank buildings, a half million dollar college for girls, a million dollar fraternal clubhouse, and numerous apartment houses, office and store buildings, and additions to industrial and business institutions.

"The cost of the campaign was aportioned equally among fifty subscribers whose names were listed in a panel under the heading, 'Civic Leaders,' Aside from this, there was nothing in the nature of advertising. Yet so readily did Milwaukee's leaders and others see the adventees of the same others see the advantages of the undertaking that the full fifty subscribers were secured by interviewing less than 100 people. Publication of the second series of full pages has now started."

American Ownership

[CONTINUED FROM PAGE 32]

turer who has no branch factory in Canada is handicapped in his effort Canada is nandicapped in his enort to find a market for his cars there. The production of motor vehicles in Canada in 1925 was 161,970, valued at \$110,835,380. In the year ending March 31, 1926, Canada imported from the United States 14,844 passanger the United States, 14,844 passenger cars and 1,153 trucks. These figures are illuminating. They seem to show that if a manufacturer wants to make a real dent in the Canadian market, he must, as they say there, "set up" a branch factory. Labor conditions in Canada are good—that is, there is an abundance of skilled and unskilled labor. Canada's laws are at least as good as ours and Canadian manufacturers enjoy certain tariff preferences throughout the British Empire. That, in itself, explains why so many American manufacturers have established branch factories in Canada. There will be more.

One thing which the visitor to Canada notices is that the prices of Canada notices is that the prices of all sorts of products, especially those sold through grocery and drug stores, are almost always higher than in the United States. Any number of toilet preparations which retail at 25 cents on our side the line—and for less at the "cut-rate" stores—are priced at 35 cents in Canada. As for cigars and cigarettes, prepare for a shock when you ask for your favorite brand. It you ask for your favorite brand. It will cost you about three times what you pay at home. Coffee is equally high-priced. Friends told me they have to pay a dollar a pound for a fair grade.

The people of Canada are extremely optimistic as to the future of the Dominion. Not once, but a dozen times, during my recent visit. I heard some such statement as "The nineteenth century belonged to the United States. The twentieth will be ours.'

Cinderella

[CONTINUED FROM PAGE 25]

The great advantage which sampling offers is that it shortens the period of hesitation. Advertising may, and usually does, arouse a desire to possess. But it is sampling that makes the buyer decide whether he will buy.

Sampling is not a substitute for some other form of advertising. It does not take the place of newspaper or magazine or street car or outdoor or magazine or street car or outdoor advertising, any more than selling does. Many a manufacturer gets along without advertising. Some get along without salesmen. Relatively few make use of sampling. Those who employ all three—advertising, salesmanship and sampling, travel factor. sampling—travel fastest.

RESULTS

in ARGENTINA

After all, results count in ARGENTINA as in every market

LA NACION

of Buenos Aires

not only continues but is steadily increasing its leadership of years in the volume of display advertising carried in all classifications.

1927	LA NACION	Nearest Competitor
January	447,832 lines	321,062 lines
February	386,540 ''	295,988 "
March	418,880 ''	343,112 ''
April	518,980 ''	391,160 "
May	568,260 ''	459,844 ''
June	510,972 "	410,564 "
	2,851,464 lines	2,221 730 lines

LA NACION leads for the first half of 1927 by 629,734 lines.

LA NACION gains over first half of 1926 by 241,327 lines.

Nearest Competitor loses against first half of 1926, 139,485 lines.

LA NACION maintains and increases its margin of leadership because it produces results. Are you getting your share in one of the world's wealthiest markets?

"Ask LA NACION about ARGENTINA"

"Ask ARGENTINA about LA NACION"

Salesmanship

by DAVID F. JORDAN

Associate Professor of Finance, New York University: Investment Consultant, Halsey, Stuart & Co.; formerly Economist, General Electric Company, Author of "Investments."

Sent on Approval

Prentice-Hall, Inc. NEW YORK

This book gives a concise survey of accepted principles as distinguished from debatable theories. It is a composite answer to

"How may American business plan intelligently for the future?"

Here, for the first time, is revealed how numerous companies plan ahead so that their lusinesses continue growing, regardless of local or national depressions. The material used in the preparation of this work was gathered from many sources including hundreds of representative American business bosses.

285 pages 6 x 9 inches

-----FREE ENMINATION COUPON -----PRENTICE-HALL, Inc.,
70 Fifth Ave., New York, N. Y.
Without cost or obligation, you may send me SALESMAN
SHIP for examination. After five days I will either remit
\$5 in full payment or return the book Name SF-301

Address

LIPPE was on the throne of France . . . there were no telegraph lines . . . no sewing machines . . . the gold rush of '49 was undreamed of . . . Texas belonged to Mexico. even then the Southern Planter was a regularly expected guest at the famous manor houses just as it is today.

In 1840, John M. Preston subscribed, and there has been a John M. Preston on our books ever since. Three of that name can be found among our readers. year brought a subscription from grandfather for his grandson, John M. Preston IV.

Advertisers in the Southern Planter are most hospitably received in over 200,000 homes in Virginia and her neighbor states, and 70% of these farmers own their own farms. Less than 20% are mortgaged. Their crop values average \$41.00 per acre. The Southern Planter, Richmond, Va. Established 1840.



From Steam Car to Studebaker

[CONTINUED FROM PAGE 22]

make no more impression than water on a duck. To say, "Best in the world,"
"Cheapest in the long run," "The most
economical," etc., does not create conviction. Such claims are expected. The most carefully censored magazines accept them as merely expressions of a salesman trying to put his best foot forward. They are not classed as falsehoods, but mere exaggerations. They probably do more harm than good, because they indicate a looseness of expression and cause people to discount whatever you say.

But when you make specific and definite claims, when you state actual figures or facts, you indicate weighed and measured expressions. You are either telling the truth or telling a lie. People do not expect big concerns to the best mediums; so you get full credit for those claims.

The Hudson Company was an off-

shoot of the Chalmers Company. Mr. Chalmers was interested. The Hudson Company was organized because the Chalmers Company was over-manned in the selling end. Howard E. Coffin went with the Hudson, and I featured him there. But we went further. We pictured and named our board of 48 engineers. Thus we advertised the Hudson as an engineering accomplishment. That accorded with the conditions of the times. Motor cars were not then perfected. Troubles were very common. The average buyer thought more of good engineering than of any other factor. We made the Hudson stand for that in a very conspicuous way.

That proved itself a very sound foundation. The Hudson car has been a great success, and it remains so still The reason lies largely in that underpinning which we built in those early days. I advertised the Hudson car for seven years, then relinquished the advertising to a protege of mine who continued very similar policies.

The story of the Overland reads like a romance. John Willys ran a store in Elmira, N. Y., called the Elmira Arms Company. I believe. He sold bicycles Then, when the automobile made its appearance, he secured the agency for the Overland, then built at Indian-

apolis.

The Overland proved itself at that time one of the few satisfactory cars. One sold another, until the demand in the Elmira territory far exceeded the supply. Mr. Willys took orders with deposits and sent the deposits down to Indianapolis. But the cars failed to come. So he went to Indianapolis to learn the reason. Arriving on a Sunday morning, he met the Overland owners at the hotel, and they told him they were bankrupt. They had failed to meet their pay roll the night before. They owed some \$45,000 more than they

Mr. Willys could not return his deposits, so he sought a way to obtain the cars, even though the owners told him frankly that they were quitting the business.

"Then suppose I can continue it," Mr. Willys said. "Will you turn it over to

me, debts and all?

They told him they would. The defaulted pay roll was \$450. Mr. Willys set about to raise it. He borrowed some money from the hotel clerk. He had a little of his own. The next morning he called the workmen together and paid them the wages due. Then he said, "Get together a car. Find parts enough, and quickly. We must raise more money."

They managed to put together a car, and Mr. Willys shipped it to a friend in Allentown, Pa. With it he sent a letter somewhat as follows:

"Dear Albert: I have shipped you an Overland car, sight draft with bill lading attached. It is necessary that you accept it, for I have cashed the sight draft and have used the money."
"Dear Albert" did accept it. Then

they made up other cars and shipped them in the same way. About four in five of them stuck. The demand came for more cars, and the problem of financing became acute.

Mr. Willys went to the creditors with his famous inimitable smile. He said, "You will get nothing if you close us up, for we have nothing there. But give me a chance and I will try to pull through, to pay you every dollar we

The creditors accepted that proposition, because they saw no other way

Mr. Willys raised some more money -a very little-and went on. Soon the factory capacity was oversold. There was no time to build more plants, so he erected tents. And in these tents he made that season, I believe, \$365,000.

I do not vouch for all the figures. I am telling the story from memory. But the essentials are correct and indica-

Then Mr. Willys decided to go back to Elmira, his home town, and build a factory there. While he was shaving one night before taking the train, his agent in Toledo called him up. He told of a plant in Toledo—the Pope-Toledo plant—which was closed and bankrupt. "Come and see it," he urged, "you will find it wonderfully equipped. And you

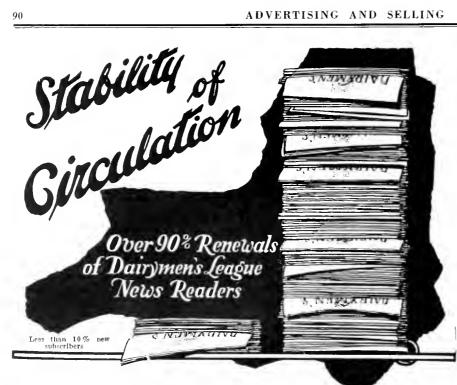
will find steel enough and parts enough to pay the price they ask."

As a result. Mr. Willys stopped off at Toledo. He walked through the plant the next day, then went on to New York and bought it. The next day he sailed for Europe. When he actured he found that his people hed returned he found that his people had sold the steel alone for far more than

the cost of the plant.
As I said before, this story may not be quite accurate, but it illustrates the point I bring out. The essentials are

The next season I took up the Overland advertising—the first advertising





A Constant Group of Loyal Readers

DVERTISING is most effective when it hammers away, year after year, at the same group of people. This is particularly true of farm and household equipment which may be renewed only at long intervals.

The readers of the Dairymen's League News are a constant group composed of the dairy farm families concentrated in the "New York City Milk Shed"—an area shown on the map below.

These readers are loyal to the Dairymen's League News because they are themselves the owners and publishers. The subscription list changes only as farmers retire from the dairy business and new ones take their places. This turnover is less than 10%, while the turnover in the subscription lists of general farm papers may run 40% or more.

A schedule in the Dairymen's League News will produce big results if consistently maintained.

Write for Sample Copy and Rate Card



Advertising Specialty Men

Manufacturer of high grade Metal Advertising Specialties, Etched, Embossed, Lithographed, Printed or Hard Enameled Signs, Name Plates and Emblems is looking for experienced Specialty Men who:

-possess creative ability—know advertising specialty merchandisingcan associate with and sell executives-recognize the value of representing a concern rated a million high, and conducting an extensive national advertising program—are open to represent, along with your other nonconflicting lines, the most complete Metal Specialty line ever assembled.

If you are one of these, address your selling experiences to

Box 479 c/o Advertising and Selling, 9 E. 38th St., New York City

they ever did. I analyzed the situation to find its most appealing features. But nothing in all the data I gathered appealed to me like the romance. So my first ads were headed: "The Wonderful Overland Story." I told how demands from users had led John E. Willys to undertake to supply them. How that demand had grown and grown, until it was necessary to erect a plant of

It was also my lot to pioneer tire ad-ertising. Tires had been advertised vertising. somewhat since bicycle days, but with scarcely more than a name. The Goodyear Company had for many years been customers of our agency. I believe that their expenditure never exceeded \$40,-000 a year. Nobody suspected that tires could be popularized.

One day it occurred to us that we could increase our advertising business by increasing accounts on our books. Thereafter that became our dominant Along those lines we grew principle. to be one of the largest agencies in the world.

HAVE rarely taken an account from another advertising agent. 1 have never tried to do so, save where a big opportunity was being spoiled by wrong methods. Nearly all my large accounts have been of my own creation. I have started with very small sums sometimes and made the advertising grow out of earnings. Such developments form the real satisfaction of advertising.

The Goodyear people, after much persuasion, were induced to enlarge their expenditure. For the first season they gave us \$200,000. It seemed to them a reckless amount.

They were then pioneering what they called the straight-side tire. I had heard about it, but did not know what it was. I was interested both in tires and in advertising, but was never enough impressed by their ads to learn what straight-side meant.

I asked them about it, and they showed me the difference between straight-side and clincher tires. asked the reason for that difference. They told me the straight-side would not rim-cut, and that type of construc-tion had, size for size, ten per cent greater air capacity.

"Then why," I asked, "don't you emphasize those results? Results are what men are after. They do not care how you get them."

That was a new idea to them. They were manufacturers, interested mainly in a type of construction. Being interested in manufacturing details, they naturally talked them to the public.

There lies the chief reason why no manufacturer should ever conduct his own advertising. Few attempt it now. The advertiser is too close to his factory. His own interests tend to blind him to the interests of his customers. He fails to appreciate the consumer's side.

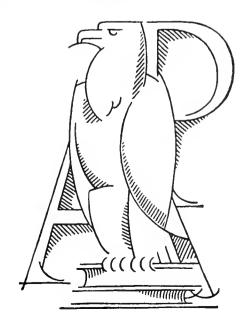
He tells of the things he takes pride in—his methods and processes, the size of his plant, the age of his business, etc. The advertising man must study the consumer and tell what he wants to know.

I coined the name "No-Rim-Cut Tires." Across every ad we ran the heading, "No-Rim-Cut Tires, 10% Oversize." The results were immediate and enormous. Sales grew by leaps and EXAMINE THE SEPTEMBER PRINTING EXPOSITION

AND CRAFTSMEN NUMBER OF THE AMERICAN PRINTER

AND YOU WILL AGREE THAT

AMERICAN
PRINTER
ISTHE
LEADER
AMONG
TYPOGRAPHIC
PERIODICALS
IN AMERICA



THE AMERICAN PRINTER Inc., 9 E. 38th ST., NEW YORK

A SURVEY of the newspaper-reading tendencies of Dallas homes has just been completed. In every section of the city where substantial homes and good buying power prevail, The Dallas Morning News outstripped all other papers in both circulation and preference.

A report of this survey is now being prepared and will be ready for mailing by September 15th.

The Dallas Morning News

Dallas is the Door to Texas The News is the key to Dallas

More Subscribers —and the larger size

The Architectural Record has increased its number of architect and engineer subscribers to 7,202, and its lead over the nearest competitor to 36%. To this dominating position will be added, with January 1928, the advantages of the larger size, a new and striking typographical dress devised by Frederick W. Goudy, and many improvements in editorial presentation—all resulting in a special attention value that no other paper will enjoy.

On request full information on The Architectural Record for 1928—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—and sample copy.

(Average Net Paid 6 months ending June, 1927-11,586)

The ARCHITECTURAL RECORD

Division F. W. Dodge Corporation
119 West Fortieth Street, New York, N. Y.

Member A. B. C. Member A. B. P., Inc.

bounds. Goodyear tires soon occupied the leading place in tiredom.

Another result was to force all rivals to this type of tire. In two or three years the time came when Goodyear, on that point, could not claim advantage. So we gradually reduced the name No-Rim-Cut and featured the name Goodyear.

By that time, however, we had another talking point even more impressive. That was the sensational growth in demand. We featured it in pictures and in type, until it seemed that the whole motor world was turning to Goodyear tires.

That is in most lines a great selling argument. People follow the crowds. It is hard for them in most things to analyze reasons and worth, so they accept the verdict of the majority.

We did another thing there through a name. We called the anti-skid tread All-Weather. We figured out what claim could count most and made the name imply it. So the name told our main story. It formed an ad in itself. Our main purpose then was to induce motorists to use this type of tire on all wheels in all weathers. That has since become the custom, largely through that infleunce.

There is a great advantage in a name that tells a story. The name is usually displayed. Thus the right name may form a reasonably complete ad which all who run may read. Coining the right name is often the major step in good advertising. No doubt such names often double the results of expenditures. Consider the value of such names as May-Breath, Dyanshine, 3-in-One Oil, Palmolive Soap, etc.

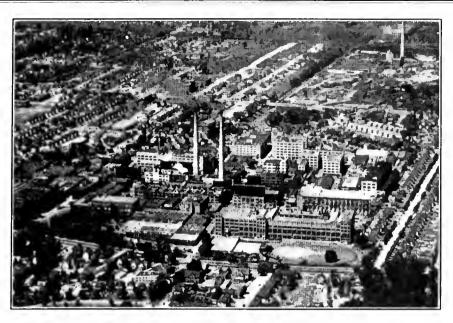
ANOTHER problem we had to solve was to get dealers to carry tire stocks. Few of them did so in those days. They bought from the Goodyear branches as they sold. We prepared a large newspaper campaign and offered to name in each ad all the dealers who stocked. The minimum requirement was a \$250 stock. In a few months we induced some 30,000 dealers to stock Goodyear tires on that basis. And that campaign did much to change the whole complexion of the tire business.

This naming of dealers in local advertising is an almost resistless inducement to stock. Few plans are more effective. No dealer likes to see his rivals named in a big campaign and his own name omitted. The more who join in the plan the easier it is to get others. I have often secured on new products almost universal distribution in this way.

way.

The Goodyear campaign was one of my greatest successes. It placed Goodyear tires in the lead, where they remain, I helieve, today. Never have I met changing situations in more effective ways. The advertising grew from \$40,000 to nearly two million dollars a

Still I lost it. There developed a desire for institutional advertising which I never could approve. It is natural. Great success brings to most men a desire to boast a little. But boasting is the last thing people want to hear. Men like to picture their plants, to tell how they grew, and to preach a little on methods and policies. That may be satisfying, but it isn't salesmanship. No man in advertising, or in anything else, can afford to offend his own principles. The moment he compromises for



"... in Rochester, for instance ... 270 manufacturers with problems in industrial heating ..."

INDUSTRIAL GAS—

The Custom-Made Advertising Medium
For Manufacturers of Equipment for The
Application or Control of Gas Heat in Industry.

The application and control of heat in manufacture is a problem of vital concern in thirty-two of the so-called manufacturing industries in this country.

Every manufacturer having such a problem is a desirable, maturable prospect for the manufacturer of heating or heat-controlling apparatus. Furthermore, every last one of these prospects is approachable—through INDUSTRIAL GAS.

INDUSTRIAL GAS is a publication of selective circulation. Wherever there is a manufacturing plant that has a problem in industrial heating, the plant officials responsible for the solution of the problem are reading this instructive practical magazine.

Take the city of Rochester, for instance. A careful survey made by the Rochester Gas & Electric Co. indicates 270 firms in the city that have a heating problem in

one or more of their manufacturing processes. INDUSTRIAL GAS covers every one of these 270 leading firms in the city's leading industries, such as Eastman Kodak, Todd Protectograph, Taylor Instrument, Hickey-Freeman, etc. These 270 companies are the best and only-prospects in Rochester for the manufacturer of gas equipment.

Rochester is just one of the legion of industrial cities in which INDUSTRIAL GAS has 100% coverage of firms having a problem of heat in manufacture. With an absolutely wasteless circulation of 21,000, it is literally a custom-made advertising medium for any firm making a product that can be used to solve the problem of heat in manufacturing processes.

Every manufacturer of such products can realize 100 cents on the dollar through an advertising investment in INDUSTRIAL GAS.

This is the first advertisement of a series citing some of the industrial cities in which INDUSTRIAL GAS delivers 100% coverage of the market for gas equipment.

Industrial Gas

Published by the Robbins Publishing Company, Inc.

9 East 38th Street.

New York

why we don't print "Ghost Stories"

HE GHOST materialized in our reception room and wandered vaguely down the hall toward the editorial offices. We did not immediately recognize him as a ghost, for he wore none of the conventional trappings. He was a dapper enough individual with something of the lean and hungry look about the jowls, but with a steely glitter in his eye.

"I have here," said the ghost, passing us a twenty-five cent cigar, "a choice, not to say select, assortment of articles by presidents, vice-presidents, treasurers and chairmen of the board. All of them hail from large corporations which spend lots and lots of money for national advertising; they are men who have done BIG things and whose names mean SOMETHING...and names," he added complacently, "are what I specialize in."

"Yes?" we encouraged.

"Yes!" said the ghost. "There are twenty-two of them in all. Nineteen of them are signed - and how! Names that will knock your eye out—to say nothing of the collective eyes of your subscribers. And these articles are the REAL THING." (He talked just that way—in upper case letters; ghosts frequently do.)

"But who wrote these articles?" we inquired naively.

"Wrote 'em?" said the ghost, "I wrote 'em."

That was the point at which we recognized him. "Oh," we said disappointedly, "So you are a ghost!"

He looked a bit uncomfortable and hurried on. "Now, as I say, there are twenty-two of these. I'm willing to make you a good price at wholesale. Or I guess I can even slash the retail price a bit without getting into trouble with the American Fair Trade Association—eh?"

"Wait a minute," we interrupted. "We don't use —"

"How about Henry Ford at three cents a word?" he suggested insidiously. "Or perhaps Joe Cadillac, the big sedan magnate, at two and a half?"

"Sorry -- " we began again.

"I'll cut it to two cents...No? Well, a cent and a half—and I'm giving it away at that price—positivel."

"Listen!" we cut in with some determination. We do not use ghost stories!"

He viewed us in amazement. "Just think how those signatures will build up your circulation! And think of the wonderful series of promotional advertisements you can put out—'Big men who write for Advertising and Selling' or something original like that.'

"Sorry!" we told him.

"But -" began the ghost.

"Sorry!" we repeated still more firmly.

"Oh, well!" said the ghost resignedly, and made a ghostly exit down the elevator shaft.

We watched him turn south at the nearest corner, and we grew very thoughful indeed. All we had derived from that interview was one twenty-five cent cigar and considerable food for thought. We chewed reflectively upon both, and as a result of our cogitation we decided to make our attitude known upon this particular vexatious point.

Does it seem extraordinary that a publication which serves exclusively the business field should deliberately reject material signed by some of the most prominent figures in that field—men whose names alone would carry more than a little weight with nearly any business man?

The reason is not far to seek. Simply, articles of this type are not written by the men who sign them—except in a microscopic minority of cases. They are not so written for the easily understandable reason that, as a rule, the important executive is not an especially able writer—any more than the average successful writer is an able executive. (We are speaking of manufacturers, not advertising agents, trained to write.) Furthermore, the "big" man who is doing a "big" job has little time in which to tell the world what he is doing and why. His "bigness" translates itself in terms of action rather than words.

Usually these "signed" articles are written by reporters—like the "ghost" previously discussed. Such reporters sometimes get their facts from interviews and conferences at first hand; sometimes they interview minor executives, and at still other times they simply study advertising and marketing plans and weave their tales in their own minds from whole cloth. Once the article is written, it is submitted to the so-called "big man" with an explanation which is calculated to flatter him, and he is persuaded to grant permission for the use of his name as author.

In granting this permission he is swayed by two strong considerations: First, publicity accruing to his company (and this may be considerable, especially when reprints are made and sent to the trade), and, second, personal publicity (and it would surprise you to know how many "big men" have the personal publicity complex developed to the point where they will sign interview articles on nearly any conceivable subject.)

When all is said and done, we do not condemn the "ghost." Nor do we necessarily cast any reflections upon the publishers who do use his material, for the ghost is generally a capable writer, better able to express the "big" man's ideas clearly and concisely than is that executive himself. We do not employ him in our publication for two good and simple reasons: We consider that this particular form of traffic in names is just a trifle absurd on the face of things; and further, we flatter ourselves that the type of reader who enjoys our publication has passed through his period of childish naivete to the stage of adult sophistication where his intelligence will make him resentful of any such bland, though harmless subterfuge.

We are taking the trouble to explain our policy at this length simply to forestall any possibility that our comparative dearth of "big" names of presidents of manufacturing enterprises, may be used to our disadvantage.

We shall use "big" names in the futureas we have in the past -when the men behind those names have something important to say. But the writing under those names will be bona fide, unless it is clearly stated in the headline that the material is derived from a first hand interview. And we shall continue to give our readers clear, constructive articles on advertising, sales and marketing subjects — written by real people, by men whom they may know and who, while perhaps not internationally famous, are recognized for their personal contributions to the progress and development of the fields of endeavor with which they, together with our readers and ourselves, are associated.

Editor, Advertising & Selling



Make Letters Bring Big Returns

THE LETTER LABORATORY is a treasure house of business letter ideas, plans and secrets that you can put right to work in your business. Maxwell Droke reveals methods that have made him master of intensive get-the-order copy. He explains principles that make letters make good, and analyzes hundreds of examples. Material packed in sturdy portfolio. Price \$7.50.

How About Collections?

The CREDIT LABORATORY contains collection secrets and stratagems that get the money without losing customers. Hundreds of result-getting letters for accounts 15, 30, 45, 60 and 90 days past due. Experiences of scores of manufacturers, merchants, jobbers, mail order houses. Tells how to handle touchy debtor, the good but slow, the chronic promiser; how to get credit information; how to judge credit; how to turn poor credit risk into cash customer, etc. Price \$7.50.

Do You Sell on Installments?

Institute Survey No. 25 is a comprehensive study of Installment Selling. Discusses possibilities, limitations, policies; what merchandise can be safely sold on installments; what terms should be given; finance plans, and experiences in variety of line. Price \$5.00.

All offerings subject to money-back Guarantee. Sent on 5 days' approval to rated concerns. All three of above items for total price of \$17.50

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SELLING YOUR SERVICES?

9000 POTENTIAL BUYERS

IN

THE MARKET PLACE

money's sake he is lost. Not as a success, perhaps, but as an artist; as a man who contributes to his profession or calling and brings it to higher levels.

There lies the cause of most conflicts in advertising. The layman pays the bills. He naturally assumes the right to dictate. He is not apt to exercise that right in the early stages. The scheme is too new to him. But there comes a time when he feels that he is also an advertising expert. It is curious how we all desire to excel in something outside of our province.

THAT leads many men astray. Men make money in one business and lose it in many others. They seem to feel that one success makes them superbusiness men. And they fail some 19 times in 20, as I've learned by comparing notes.

These men would not venture to dictate to a surgeon. Or tell a lawyer how to win a certain case. Or an artist how to paint a picture. They recognize technical knowledge in vocations like those. But not in advertising, which seems so simple to them because it aims at simple people. They do not realize that no lifetime is long enough to learn much more than the rudiments of it.

Later I advertised Miller Tires. The situation had changed entirely. Buyers in general had come to regard good tires as about alike. It was necessary to upset that impression and to secure a preference in some way.

preference in some way.

Miller Tires were largely used on bus lines on the Pacific Coast. I secured the data and the records. The figures on buses using Miller Tires were impressive. The mileage records were surprising. The trend toward Millers in commercial uses was significant.

I made those facts the keynote of my campaign. The ordinary tire buyer makes no comparisons. He rarely keeps track of tire mileage. When he does so, it is not done in a scientific way. But he knows that large tire users do not adopt a certain make on guess. I played on that knowledge. I stated in exact figures the results of comparisons. I pictured the trend toward Millers in commercial uses where men knew to exactness what they were doing.

I told of the tests made in the Miller factory, where great machines wore out all sorts of tires under actual road conditions. I created the impression—and a right impression—that the Miller people were doing their utmost to secure the maximum tire mileage.

That was a short but successful cam-

That was a short but successful campaign. I wish I could have followed to out. Today the Miller tire commands vast respect. It is one of the leading factors in tiredom.

Our difference there, as in many lies, lay between dealers and consumers. My idea is that we cannot afford to sell anything twice. We cannot spend large sums in expense and concessions in selling our goods to dealers. Then spend other large sums in selling for the dealer. The tax is too great on the consumer. We must choose.

If a line can be sold by interesting dealers, let the dealer sell. But if we are going to sell our goods for him, we cannot pay him more than the profit of a mere distributer.

The greatest calamities in advertising come through doubling the selling expense. The advertiser wins the con-



ROOMS ARE LARGER AT THE DETROIT-LELAND

W

Where Luxury is Homelike

It is truly amazing how swift and far this news has traveled —that rooms are larger at the new Detroit-Leland. On every train someone is telling others the good news.

Important for sales travelers, too, are the really finer, and far larger sample rooms, with bath and in-a-door bed. All are outside rooms so that goods may be shown under natural light. Outstanding advantages in all rates and prices will gratify you.

700 Large Rooms with Bath 85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass, Detroit, Michigan (a few steps from the Michigan Theater)

WM. J. CHITTENDEN, Jr., Manager Direction Continental-Leland Corporation

> Larger Sample Rooms from \$5.00 to \$8.00 per day

sumer, and that is expense enough. Then he gives his profits to jobbers and dealers in an effort to interest them. He gives free goods and other costly inducements, and gets nothing at all. The dealers and jobbers supply the demand. Then they become mere order takers.

There is one of the greatest questions in merchandising. An unadvertised line without consumer demand must depend on distributers. And they demand a big toll. But however large you make it, somebody else will bid higher. The margin soon diminishes to insignificance.

If you are an advertiser, creating consumer demand, you must ignore to some extent these intermediary factors. Treat them fairly, but do not pay them for what they cannot do. The jobber will charge you, if you let him, his expense of competition. The dealer will compare your allotted profits with profits on lines he owns. They do not figure that in one case you do the selling, while in the other they do practically all of it.

Most lines which I have advertised have never employed a salesman. The whole idea has been to win consumers and to let them sell to dealers and to jobbers. Those who have tried to sell to consumers, then to dealers and jobbers, have attained prohibitive expense. One must choose. Margins in selling are not sufficient to accommodate both factors.

This is the eighth chapter of Mr. Hopkins' autobiography. The ninth will appear in our issue of September 21. Editor.

.Honesty Is the Best Policy

By Ralph McKinley

REMEMBER working in my younger days for an advertiser who distributed butter. Each print of butter contained a coupon. A certain number of coupons, plus a little cash, entitled the thrifty housewife to a set of dishes. This premium offer was to be the theme of the advertising.

the theme of the advertising.

"Now, sir," said the butter man, "we must be careful about this. The dishes we give away are made by The Limoges China Company of So-and-So, Ohio, In your copy, do not say that this is 'Limoges china.' That wouldn't do. We must tell the truth. We have played straight for twenty years and our success . . . (here he waved a hand) . . . our success is due to belief in that good old sentiment, 'Honesty is the best policy.'"

"Quite right," said I. "In order to make sure that no one thinks these dishes are the imported French Limoges china, suppose in all our copy we say—'Beautiful set of dishes made by The Limoges China Company of Soand-So, Ohio'?"

"Oh, no, you needn't do that," replied the butter man, "just say 'China made by the Limoges Company.' That's enough. That's the fact. If anybody thinks something else, we can hardly help it."

And some of us wonder why folks still say: "Oh, that's just an advertisement."

Public Ownership In Industry

The stocks and bonds of most of our leading companies are owned by the public and have marketability through their listing on the Stock Exchange.

Executives of these corporations read our magazines to keep informed of the financial progress of their industry and competitors.

There are only 720 industrial securities listed on the New York Stock Exchange.

MAGAZINEWALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 7 of a Series

The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size $5\frac{1}{4}$ x $7\frac{1}{2}$ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.





anice.

The Bausch & Lomb Sport Glass is small enough for the vest pocket, has an enormous field of view and is fully corrected for color. Sold by high grade opticions every-where,

Your Company's Christmas Gift

Not too expensive looking—sure to be appreciated—something not everyone will give-

Bausch & Lomb

SPORT GLASS

Specially priced for Christmas Giving

Can be engraved with your Company's Signature or the name of each recipient—this, however takes time and orders should be placed now.

A Sample On Memo If You Desire

BAUSCH & LOMB OPTICAL CO. 694 St. Paul St., Rochester, N. Y.

Other optical gift suggestions include the magnarule, Podset magnifiers, reducing glasses, etc. Ask for our booklet of these items.

The Open Forum

[CONTINUED FROM PAGE 68]

No Work; Big Money

IN glancing through the current issue of a magazine edited for salesmen, I was attracted by the following advertisement, set in bold, mail order stlye

"Advertising Pays Big Money"—You can quickly master this profitable profession. Many earn \$5,000 to \$25,000 yearly. Perhaps you think advertising is diment to learn—you are wrong. It is the easiest of all professions to master—the one profession that is quickly and easily learned at home. No difficult formula ; no brain-racking mathematics, no heart-breaking examinations.—If you have an ordinary common school education you can quickly qualify for a big advertising job through this school. Send for this Amazing Book—FREE. 'Increased Salaries and Promotion—ADVER—TISING.'—It tells the whole story! For over thirty years this school has been training men and women in advertising. Many of our students now hold positions paying them handsome salaries. This book tells how they won success—how you can win it. When you enroll with — you take no chances for—This School Guarantees Your Satisfaction. Surely you want one of the big-paying advertising jobs—there are thousands of them to be filled right now. Then mail the coupon below and get started in this pleasant, profitable profession without a moment's delay. We are here to help you—that's our job."

I wonder what some of our leading advertising men would say to this? Is advertising "easy to learn," is it "the easiest of all professions to master,"are there "no heartbreaking examinations,"-no "difficult formulas," no "brain-racking mathematics"?

By reading this through, one would be led to suppose that all advertising men are mere fops. That any one with "an ordinary common school education" could do as well, if not better, than the presidents of our great agencies, after a few weeks of pleasant reading in the hand book advertised. That advertising is mere child's play, that it's all a bed of roses.

Maybe it would be well for embryonic advertising aspirants to learn the histories of a number of our successful advertising men. I dare say that in their steady climb to success, they have solved some of the most difficult formulas encountered in the business world. That they have had thousands of "heart-breaking examinations," and have seen a great number fail of solution. That they have spent many a dreary night endeavoring to solve "brain-racking problems" more intricate than those represented by figures.

And then those "big-paying advertising jobs-thousands to be filled right now". It's wonderful isn't it, to know that there are so many opportunities going begging. If these positions are so prevalent, I wonder why the sixteen men who interviewed me for jobs just this last week, and some of them were seasoned, capable advertising men, too, have not secured some of them.

It's the same old story. Get rich quick, no work, big money-forever the pot of gold at the end of the rainbow. Just clip the coupon and your working days are over.

suppose there will always be

spiders and flies in every walk of life. But the sooner young men, and old ones, too, realize, in advertising as in everything else worth while, that the surest road to success is the road of hard work, paved with difficult formulas, heart-breaking examinations, and brain-racking problems—the less there will be of dilettante and transitory opportunity seekers.

JOHN FALKNER ARNDT, President John Falkner Arndt Company. Philadelphia

Not Altogether Clear

NOTE that you quoted a paragraph from my book: "How to Sell Newspaper Advertising," on your editorial page. Following this, several of your readers have offered comment upon it.

When a local merchant publishes a single advertisement in a newspaper and does not sell the merchandise offered, he immediately blames the news-

paper.

It is possible, however, that his copy may have been poor, his merchandise untimely or over-priced. The same merchant, if he had used any form of direct mail advertising without success would have been forced to analyze his failure rather than merely to "blame" somebody.

This point is, I believe, perfectly clear in the book but the person reading the single paragraph, without knowing its context, might totally misunderstand what I was arguing about. In fact, two of your readers have written excellent letters to the "Open Forum" presenting excellent arguments on subjects which my book does not undertake to discuss in any way whatsoever.

Assistant to President. HARRY A. CASEY. Allied Newspapers, Inc., New York

American Photo-Engravers Assn. to Publish Book

An announcement which will undoubtedly be of interest to all those engaged in photo-engraving, advertising and the allied arts, is that the American Photo-Engravers Association will publish "Achievement in Photoengraving and Letter Press Printing, 1927," some time in December, 1927. This book, containing 700 pages, will have over 500 pages of illustrations embodying a great variety of unusual photographic effects. It will contain suggestions that should be helpful to those engaged in art work, advertising, publishing, printing, electrotyping, paper making, ink making and photoengraving.

In order to insure receiving a copy of this book, an order should be placed with the American Photo-Engravers Association, 862 Monadnock Block, Chicago. The price of the volume is

ten dollars.

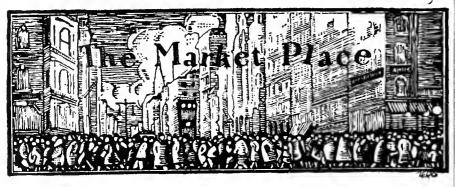
Suppose you have a product that can be advertised and sold to the gas industry—

Would you mind if your advertising missed fifty-three hundredths of one per cent of all the possible coverage in this market?

If not, we can guarantee vou the rest through

GAS AGE-RECORD

9 EAST 38TH STREET NEW YORK CITY



Rate for advertisements inserted in this department is \$3.00 per inch. Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Help Wanted

An unusual opportunity is open to a live man An unusual opportunity is open to a live man who knows engineering and construction work and who has made good as the editor of a first-class house organ or similar publication. If practicable send with your answer some specimen copies of your paper. Address Box 476, Advertising and Selling, 9 East 38th Street, New York City.

WANTED

WANTED

Mail-Order Copy Expert! For advertising agency. Must have at least 3 years' practical and successful experience in planning mail order campaigns, writing pulling copy and preparing good sales letters for thousands of agents. Man who is thoroughly familiar with the angles of direct-to-consumer marketing will be given preference. State experience, present earnings Enclose samples. Your reply will be held in strict-set confidence. Members of our organization know of this advertisement. Address Box 477, Advertising and Selling, 9 East 38th St., New York City.

ADVERTISING-JUNIOR SALESMAN

On trade publication well known in specialized field. State age, experience and salary expected. Address Box 473, Advertising and Selling, 9 E. 38th St., New York City.

Position Wanted

Some Chicago agency can surely profit by acquiring the services of an ambitious young man of 25, who has served his advertising apprenticeship through 5 years in various phases of commercial art, and in advertising, research, and sales promotion in the periodical publishing business. He wishes to invest his creative ability and versatility of experience in the field of copy and plan. Initial salary modest and commensurate with opportunity offered. Write now! Box 478. Advertising and Selling, 9 East 38th Street, New York City.

Production Manager, ten years practical experience in printing plants. Thoroughly understands art work, photography, engraving, typographic layout, electrotyping, presswork, paper, etc., also had inhification experience. Twenty-eight years of age, Christian, American, Married. Excellent record for results. Available September first. Address Rox 475, Advertising and Selling, 9 East 38th St., New York City.

FRENCH-CANADIAN MARKET

If you wish to secure your share of the ever growing market of the Province of Quebec, your appeals to the French-Canadians must be focussed a different way. They have different ideals which must be taken into consideration in your messages.

Advertising and translations into French, or rather proper adaptations for best results. Raoul Renault, managing editor of the French Advertising Monthly, "La Cle d'Or", Quebec, Canada.

Business Opportunities

I want to sell an automobile publication founded over fifteen years ago. Published monthly, circulation over 20,000 per month, principally among automobile owners in New York State. Publication is printed by outside printing concern, so there is no printing plant to bother with. Excellent opportunity for a live man with reasonable capital to pick a good business investment. Address P. O. Box 619, Hornell, N. Y.

Press Clippings

FRANK G WHISTON AND ASSOCIATES

offer reliable National or regional press clipping Branch offices Everywhere. service. offices, One Terrace, Buffalo, N. Y.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis, 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are bound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference pur-The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference, Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Educational Advertising By M. J. Evans Republic Flow Meters Co., Chicago

Winning Good Will by

IT is an old axiom in selling that if you can approach a prospect on his "blind side" an excellent start toward a sale has been made. The experience of the Republic Flow Meters Company has been that engineering data and information, if of genuine value, may be said to be the engineer's "blind side" from the standpoint of an advertising

approach.

The engineering profession requires the immediate availability of accurate data and information on a wide variety The engineer is, thereof subjects. fore, continually seeking such material for future use. This statement applies both to the engineering executive and to the man in the ranks; each is striving to improve his product, make it more economically, or otherwise fill his position in a creditable way.

With this situation in mind, the Republic Flow Meters Company inaugurated the publication of a series of articles on "Boiler Room Operation" hy Professor G. F. Gebhardt, well known in this field as author of "Steam Power Plant Engineering" and head of the Department of Mechanical Engineering of Armour Institute. They were written in a strictly educational way and no mention was made at any time of Republic Products. The only reference to the Republic Flow Meters Company was a small trade mark on the first page with the words, "Written for the Republic Flow Meters Company in the interest of greater Power Plant efficiency." These articles were mailed gratis, one a month, on request, to engineers or executives of responsible firms. Over fifteen thousand requests for this series were received, and hundreds of letters with reference to the material which they contained gave ample evidence that they were carefully read.

A large number of requests were received from presidents and general managers for 25, 50, or even 75 additional copies for distribution to their various plants and plant executives for use in an educational way. One request was received from a very prominent Government official, stating that he had read Article V and found it of such real value that he was inclosing a list of 250 Government engineers for our mailing list. As the men included were all influential in the purchase of this type of equipment, we were glad to include them.

Material of this sort greatly increases the respect for the other literature of the company. We found many prospects were not receiving their mail, but after the articles started they left instructions at their office for Republic mail to be held for their attention.

The results were so satisfactory that

"GIBBONS CANADA" knows J. J. Gibbons Limited, Advertising Agents
MONTREAL

TORONTO

two other shorter series were started, one "Steel and Its Heat Treatment" by Professor II. M. Boylston, another, "Heavy Clay Products and Their Manufacture," by Professor C. W. Parmelee. These have been found equally valuable.

Are We a Nation of Snobs?

By Helen M. Rockey

TAKE a beautiful advertisement which teaches bad manners by using negative appeals. Any person from another country would think us a nation of snobs—reading our magazines and seeing the story of the girl who comes home from college ashamed of her home because it is not fully equipped with the furniture that she has seen in homes of wealthier classmates; of the people who leave their hostess' table remarking how they would have had a better time had she had the full complement of silver. The parody on this type of advertisement which lately appeared in the New Yorker is particularly good: "They laughed at him when he stirred his soup with his finger, but they stopped smiling when he addressed the waiter in flawless Greek."

Then there is the whispering, backbiting type of advertising—of the man with dandruff, or the girl who needed a deodorant—all again rather amazing instances of what we Americans think permissible, if we consider that our advertising columns reflect na-

tional tastes.

In my estimation, advertising not merely reflects our tastes; I feel that it molds them. After all, an advertisement is a manufacturer's statement of faith. A publicity story comes as a news item or a statement of someone else regarding your product; but your advertisement is your public declaration of your motives, of yourself.

Advertising is so educational that I tremble when I see it reflect an attitude of snobbishness and bad taste. Think of the children who have been urged—just in their formative years when they have the tendency to be snobbish-to examine their home surroundings and to condemn their parents because the latest fish fork is not to be found on their home table! Can we blame the outspoken language of the younger generation, and their discussion of matters formerly taboo, when we see these matters discussed in the advertising columns of newspapers and magazines? Thank goodness, already we have seen the passing in the best known publications of much of this ill-bred appeal in advertising evidently the reaction could not have been any too favorable. Still there is a great deal of this raised-eyebrow and whispering advertising in the cheaper type of magazines, and even now, what about the woman who is afraid her guest will want to look into the one closed room in the house? And that room was a Bluebeard's closet because its plumbing fixtures were old!

Extracted from an address delivered before the Second District Convention, International Advertising Association, Schenectady, New York,

Advertisers' Index

	f 1	r · n										
	[a]	[<i>j</i>]										
	Advertising & Selling	Jewish Daily Forward 61										
	All Fiction Field 51	[k]										
	American Bankers Journal	Kansas City Star 45										
	American Printer	Kimberly Clark Co Insert bet. 78-79 Knit Goods Pub. Co										
	Architectural Record 92	Koppe Co., S. S										
	Arnold Research Corp	[]]										
	Atlantic Monthly 16	[<i>t</i>] La Nacion										
	Audit Bureau of Circulation											
	[b]	[m]										
	Baker's Helper	McCann Co., H. K										
İ	Barton, Durstine & O-borne, Inc 35	McGraw-Hill Co										
	Bauer Type Foundry	McMillan, Walter C Insert bet. 54-55										
	Boot and Shoe Recorder	Magazine of Business										
	Boston Globe	Market Place										
	Burkhardt Co., Inc 12	Mergenthaler Linotype, Insert het. 70-71 Michigan Bookbinding Co										
	Business Letter Institute 96	Molloy Co., David J 62										
	[c]	$\lceil n \rceil$										
- 1	Cantine Co., Martin	National Petroleum NewsBack Cover										
	Cargill Co	National Register Publishing Co., Inc., 81										
1	Chicago Tribune110	New York Daily News 47 Newcomb, James F 7										
	Christian Science Monitor 63 City of Atlanta	Tientalia, James 21 ,										
1	Collier's Magazine 61	[o]										
	Columbus Dispatch	Oral Hygiene										
		Oregonian										
	[d]	Oregon Journal 9										
	Dairymen's League News	[p]										
	Denne & Co., Ltd., A. J	Perfect Rubber Co										
'	Des Moines Register and Tribune- Capital	Poster 98										
	Detroit Free PressInside Back Gover Detroit Leland Hotel	Power 14 Powers, Joshua B 86										
	Detroit News 6	Providence Journal										
	Detroit Times	r_1										
1	Dill & Collins 10	[r] Review Publishing Co 80										
	Direct Selling Publishers	Review Publishing Co										
Ì.	[e]	r a										
	Economist Group	[8]										
1	Evans-Winter-Hebb, Inc	Scripps-Howard Newspapers 83 Schaefer Co., John 54										
-	Explosive Engineer	Selling Aid 64										
	[f]	Shaw Co., A. W										
1	Feather Co., Wm	Simmons Boardman Co 37										
1 1	Federal Advertising Agency 39	Smart Set										
İ	[\varrho]	Southern Ruralist										
	Gas Age Record	Standard Rate & Data Service109										
	Gibbon, Ltd., J. J											
	$\lceil h \rceil$	Tulsa World 70										
. 1	Hardware Age 97											
Ι,	$\begin{bmatrix} i \end{bmatrix}$	[w]										
1.		Walker Engraving Co										
	lgelstroem Co., John	Weines Typographic Service 86 West Virginia Pulp & Paper Co.										
1	Industrial Gas 93	Insert bet. 86-87										
	Industrial Power	Window Display Advertising Ass'n 99 Wish, Inc., Fred A 57										
١.												



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference to The Editor will be glad to receive items of news for inclusion in this department to Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL (Advertisers, etc.)

Vame	Former Company and Position	Now Associated With Position
E. R. Haddox	. The Pacific Coast Borax Co., New York. Charge of Pacific Coast Packaged Goods Sale	In s Same Company Sales Mgr. for Packaged Goods
L. O. Koons	. Plough Chemical Co., Memphis, Tenn. Ass Sales Mgr	't
Dudley R. Morean	. American Colortype Co. of Illinois, Chicag Sales Mgr.	o. American Colortype Co., of New YorkVice-Pres. & Gen. Mgr.
	. American Colortype Co. of Illinois, Chicag . Montgomery Ward & Co., Chicago. Gen. Ad Mgr.	v.
		Store, Inc., Los AngelesSales Mgr.
M. B. Garber	. Sanderson-Cyclone Drill Co., Orrville, Ohi Sales Mgr.	0.
James F. Hayes	. William H. Rankin Advertising Agency	
	•	The Fifth Avenue Association, New York Manager Publicity Bureau
	CHANGES IN PERSONNEI	—(Agencies, etc.)
Vame	Former Company and Position	Now Associated With Position
F. W. Schnirring	. Sonora Phonograph Co., Inc., New York, Ad Mgr.	. Grace & Holliday, New
m 5 . 11		York Member of New York Staff
T. Dartnell	. Federal Adv. Agcy., Inc., New York, Mgr. R search Dept.	e- . The Blackman Co., New York
C. V. Dugan Edward Hopkins, Jr.	. Chicago Tribune, Mgr., Business Research	. Same Company Dir. of Research . The Quinlan Co., Chicago Space Buyer . The Quinlan Co., Chicago Acc't Representative
	Dept.	St. Louis, Mo Acc't Executive
Rich Cross	. Wales Adv. Co., New York, Rep. in Central Ne	
James Harley Nash.	. Lee & Nash, Inc., New York, Partner	George Batten Co., Inc., New YorkCopy
Francis D. Crosbey.	.James F. Newcomb & Co., Inc., New York	The state of the s
William E. Hawkins	s, . Doyle, Kitchen & McCormick, Inc., New York	. Ruthrauff & Ryan, New York Account Ex.
Geo. P. Nolan	Vnited States Advertising Corp., New Yor Copy Director	kThe Andrew Cone Advertising AgencyExecutive Vice-President
W. H. Butler	Charles Austin Bates, New York	
W. E. Simler	. Philip Kobbe Advertising Agency, New York, Vice-President	
E. Julian Birk	. Advertising Club, St. Louis, Executive Secretary	. Harrison Company, En-
George R. Marek	Northam-Warren Company, New York, Advetising Manager	

YorkAssistant to Production

Manager



WHEN construction work started on the Northwestern University football stadium during the summer of 1926, the contractor was faced with unusual conditions and an emergency. How these conditions were met, and how this emergency was solved thru the cooperation of a building supply dealer forms a convincing story of the importance of the dealer, the scope of his activities and the equipment investment necessary to successful operation.

The material contract was awarded to the Central Coal & Material Co., Evanston, III., a building supply dealer. Because of their adequate handling equipment—including private railroad sidings, concrete storage bins, automatic conveyors and a fleet of motor trucks—the stadium was completed without loss of time and without the need of storing supplies on the grounds.

Most building supply dealers are equipped to deliver materials for the large spectacular construction jobs as well as for the every day demands of home building. As merchants they are outlets for everything that enters into the construction and maintenance of buildings, and, as building supply dealers, they are always prospects for practically every character of labor-saving handling equipment.

BUILDING SUPPLY NEWS

"Edited for the Merchant of the Building Industry"
407 South Dearborn Street, CHICAGO
Member: A. B. C. and A. B. P.



Advertising • The NEWS DIGEST • Issue of Sept. 7, 1927



CHANGES IN PERSONNEL--(Media, etc.)

Name	Former Company and Position	Now Associated With	Position
F. M. Tibbitts	Dairymen's League News, New York, Busines	. The Dairy Farmer, Ne	
	Associated Farm Papers, Chicago	. Same Company	. New York Sales Staff . Mgr. New York Office
G. 14. I indiatel, 91	York Field		. Chicago Office
W. H. Ferris	Charles W. Hoyt Co., New York		6
	The Wall Street Journal, New York	- /	•
W. Calver Moore	C. M. Wessels Company, Phila		
A. F. Perrin	Pitt & Quarry	. Gillette Publishing Co	. Adv. Staff
Nigel D. Campbell	E. R. Crowe & Co., Inc	. Western Manager	. Same Company, Chicago, Vice-President
W. H. Ferris	Chas. W. Hoyt Co., New York	bleday. Page & Co	I -
Urban J. Kraemer	Cleveland Press, Dept. Store Adv. Mgr		. Travelvising representative
		more	Adv Mor
	Cleveland Press, Local Display Staff		0
	Manager	. Pittsburgh Press, Pitts- burgh (Effective Sept. 20)
Don Bridge	The Indianapolis News, Manager National Advertising & Merchandising		. Adv. Mgr. (Effective
	-		Sept. 20)
Earl Shea	lndianapolis News, Manager Local Display Advertising		Asst Adv Mar (Fffee-
	vertusing	· same company	tive Sept. 20)
Wm. H. Pickett		. Same Company	. Manager Classified Adv. Division (Effective Sept. 20)
Dick Jemison	United States Advertising Corp., Toledo, Space		
	Buyer	. Cleveland News	. Assistant to National Adv. Mgr.

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	4ddress	Product	Now Advertising Through
	: Philadelphia .Chicago	Pale Moon Beverage Radios	
·	Newark, N. J	•	Campbell-Ewald Co., New York Arthur Rosenberg Co., Inc., New York
			Larchar-Horton Co., Providence
			Joseph E. Hanson Co., Newark
			Hurja-Johnson-Huwen, Inc., Chicago
Julian M. White Mfg. Co	. Sioux City, Iowa	White Radio Sock Power Units	et . United Adv. Agcy., Sioux City, Iowa
Aluminum Company of America.	. Pittsburgh, Pa	Lynite Pistons and Co necting Rods	n- Grace & Holliday, Detroit
The City of Coral Gables	. Coral Gables. Fla	Community Adv	Grace & Holliday, Miami
The Federal Radio Corp	. Buffalo, N. Y	Radio (Canadian Su	b- . Baker Adv. Agcy., Ltd., Toronto
Eclipse-Needles Co	. Philadelphia		nd United Adv. Agey., Inc., New York
The Coal Operators' Associatio of Illinois		Cooperative Advertis	
			.The Buchen Co., Chicago
The Ph. Postal Milling Co			- · · · · · · · · · · · · · · · · · · ·
The Stutz Motor Car Co	. Indianapolis	Motors	The Glen Buck Co., Chicago

This Machine Age ~ Where Is It Taking Us?

The Airplane-A New Tool of Business

Is the airplane ready for business use? Must we await those rumored "tremendous developments just around the corner" before giving this new arm of transportation a place in our commercial scheme?

Paul Henderson, President, Aeronautical Chamber of Commerce of the United States, tells how hundreds of large business enterprises have found practical, profitable use for commercial airplanes. He shows the airplane as an essential factor in industry's trend toward uninterrupted production and lower inventories.

And in connection with this timely article, the A. W. Shaw Company announces a business test of the airplane by adapting a standard ship to its daily needs and maintaining a complete "log" thereon for the information of its business readers.

ARE we as business men and American citizens paying too high a price for the luxuries of our machine civilization? Has it forced us to sacrifice some of the finer things born of the days of hand production? Are we developing a generation of super-men or breeding a race of automatons? What are the dangers of this machine age? Where the opportunities?

The answer – Dr. Glenn Frank, President, the University of Wisconsin, has written one for business. In three tremendously interesting articles he summarizes the study and observations of a decade. The first of these articles appears in the September issue of The Magazine of Business, along with:

"You Can't Compete With Careless Overhead" by Alvan Macauley, President, Packard Motor Car Company.

"Using Ford's Ideas in Czecho-Slovakia" as told to the editors by Richard Gibian.

"One Ship at a Time" — in which John Rowntree goes to school.

A hitherto unpublished chapter of "Captains in Conflict."

"HOW'S BUSINESS?" The Council on the Trend of Business tells you what Business executives are thinking NOW about the outlook for Fall. It presents a graphic picture of the current planning by which the volume of the last quarter of 1927 will be determined.





Advertising • The NEWS DIGEST • Issue of Sept. 7, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS (Continued)

Name	Address	Product	Now Advertising Through
The Great Atlantic & Pacific To.		Chain Stores	Paris & Pearn, New York
	New York	Clocks	Newell-Emmett Co., Inc., New York
The James Boring Travel Service	ee,	•	
Inc			
The Vapo-Cresolene Co		-	
Pycope, Inc.		Pycope Tooth Powde	er e
Johns-Manville Corp	New York		. Stauley H. Jack Co., Omaha, Neb.
		Asbestos & allied proc	d- . W. L. Brann Agency, New York. Effec- tive Jan. 1, 1928
Federal Oil Burner Corp Mickleberry's Food Products Co.			Winsten & Sullivan, Inc., New York Henri, Hurst & McDonald
The Oneita Knitting Mills		Men's rayon unde	
The Vac-A-Tap Company		Mfg. electric washer	s.Erwin, Wasey & Co., Chicago
The Edgewater Athletic Club Newsom & Halle			Campbell-Ewald Co., Chicago
The Sidway-Topliff Company		chines	•
The Sidway-Topini Company	washington, Ta		The Irwin L. Rosen- berg Co., Chicago
	DISPONDICING 16	PRIOTES AND SE	Thurs pmg

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

Middle Class Group, Inc...171 Madison Ave., New York; 608 So. 71 Madison Ave., New 10rk, 000 80.

Dearborn St., Chicago...........Publication RepresentativesWilliam B. Ziff,

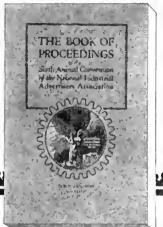
Henry Young, Sam Craig, Arthur Green, Phil Willcox, J. V. Hotaling, B. George Davis, M. L. Weissmann, S. Huttner
PUBLICATION CHANGES AND APPOINTMENTS
The Midwest Merchant and Commercial News, Kansas City, Mo
Management Magazines, Inc., Chicago Has purchased Clubhouse and Fairway magazine, Chicago. This magazine will be merged with Club Management.
The Evening Recorder and Morning Olympian, Olympian, Wash
Magazine Builders, Inc., New York Has appointed Middle Class Group, Inc., New York and Chicago, as its national representative. Middle Class Group, Inc., has been organized for the selling of the three magazines published by Magazine Builders—namely: Screenland, Real Life Stories and America's Humor.
Food and Health Education, New York Name changed to The Home Economist.
Air Stories, New York
Chronicle-Telegram, Elyria, Ohio Has been sold by J. F. Burke to A. C. Hudnutt.
Postage, New York
Nassau Daily News, Rockville Center, N. Y.Has appointed Prudden, King & Prudden, Inc., New York, as its national advertising representative.
Talbot Publications, Des Moines, Iowa Has appointed A. G. Krabe, 1 Union Square, New York, representative and F. W. Henkel, 306 S. Wabash Avenue, Chicago, representative for the Iowa Farmer and the Corn Belt Farmer, both published at Des Moines, Iowa.

MISCELLANEOUS

The L. Needles-Brooker Co., Phila Hrs been merged with the Samuel Sternberger Co.	of Philadelphia	under the
firm name of Eclipse-Needles Company.		

The Packer Corp., Cleveland...... Outdoor Advertising. Has purchased the Amsterdam Advertising Co., Amsterdam, N.Y.

In the 224 pages of this Book of Proceedings are recorded all the convention happenings, the speeches and comments of eighty industrial advertising authorities. Read the records of this important business conference . . the stirring remarks of Dr. Glenn Frank . . . the agency discussion by W. W. Galbreath, Lynn Ellis and B. H. Miller . . . Educational Recommendations by Dr. Hess.



the "prosecurion" and defense" presented in The Frial, polying that industrial advertising methods pay Westinghouse newspoper policies affined by McQuisten U.S. Dept. of Commerce reoperation offered by W.H. Rastall in valuable data on export marketing, direct mail, catalogs, trade papers and other medicand hundreds of brass tacks ideas

iş faşınıştığığı takılınlıştırını estilik

Activities of a little of the state of the s

'Twas a Great Convention

— and here it is . . . in Book Form!

Advertising history was written at Cleveland in June. What was it that brought together this record-breaking group of several hundred industrial advertisers from every corner of the industrial map? What urged them to pack so much action into those three days . . . starting with Breakfast Round Table Meetings and continuing through to midnight? What magnet drew forth that marvelous Exhibit of over 500 panels? What has attracted an increase of nearly 70% in N. I. A. A. membership during the past year?

There's a 224 page answer to those questions in this 1927 Book of Proceedings. You'll get the *spirit* of this go-getting, serious, constructive-minded organization from this printed record of the great Cleveland Convention.

What happened at Cleveland? You can't afford to miss seeing this in print — whether your interests are those of an industrial advertiser, an agency or a publisher. You need this Book. You'll cherish it! Incidentally, if you aren't a member of the N. I. A. A., this Book will make you want to be.

Less than 300 copies are being offered for sale, in addition to those reserved for members. Use the coupon to order your copy now.

Some Copies of Books of Proceedings of former N. I. A. A. Conventions are still available. 1924 Books are sold out, but some 1923, 1925 and 1926 Books can be furnished. Use the Coupon!

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION

1925 day on the state of the st			Treas., Nationa s. co., university			sociation
1926	Please send, on a	pproval, post-pa	iid, the books indic	ated below, and	d mail invoice to	the undersigned:
MAA		1927 Book \$1.50 to members	Defuxe 1925 & 1926 Combined \$1.50 to members	Book \$0.50 to members	1925 Book \$0.50 to members \$1.00 to others	1923 Book \$0.50 to members
le se	All the state of t	Name	************************************	Firm	Name	
1925 NIAA PROCE	EDINGS 1925	Address	s	City	and State	



Advertising • The NEWS DIGEST • Issue of Sept. 7, 1927



MISCELLANEOUS (Continued)

Allied Newspapers, Inc., New York Has opened an office in Atlanta, Ga., with George M. Kohn as manager.
The Akron Barrow Co., Akron, Ohio Name changed to General Wheelbarrow Co.
Caroline Fleischer, New York Artists' Rep-
resentative
The Nassau Daily Star, Lynbrook. N. Y Has appointed The Geo. B. David Co., New York, as its national advertising representative.
The Dartnell Corporation, Chicago Has bought Printed Salesmanship from the University Press, Cambridge, Mass.
The Kable-Spakling Company Inc. Mount Marris III. Name changed to The Spakling Publications Inc.

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
Fay Leone Faurote Emil Brisacher and S	Technical Writer	677 Fifth Ave.,	New York420 Lexis	ngton Ave., New York
	Advertising	Flood Building,	San Francisco Crocker cisco	Building, San Fran-
A. B. Research Servi	ceAdvertising	5717 Kingsbury Mo	Boul., St. Louis, 4910 Wes	st Pine St., St. Louis,

To Select the Proper

Advertising Mediums—You Need

STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume

Published Monthly

—supplemented with bulletins—and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

USE THIS COUPON

Special 15-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.	
GENTLEMEN: You may send to us, prepaid, a copy of the current number of issued since it was published for "15 days" use. Unless we return it at the cost of one year's subscription. The issue we receive is to be considered the of each month. The Service is to be maintained accurately by bulletins issue.	e end of fifteen days you may hill us for \$30.00, which is the e initial number to be followed by a revised copy on the first
Firm NameStreet	Address
CityState	••••••
Individual Similar Orden	P. W.

These bell-wether food advertisers have found it wise in Chicago to put most of their eggs in one basket

Advertiser	Amount spent in The Tribunc in 1926	Percentage of excess over amount spent in any other Chicago Paper
Calumet Baking Powder Co.	\$24,229.60	126%
Canada Dry Ginger Ale Co.	\$71,441.00	211%
Chase & Sanborn	\$21,000.00	509.5%
Kellogg Co.	\$34,418.00	57.5%
Ward Baking Co.	\$20,160.00	36%

HERE'S nothing the matter with Chicago's appetite . . . and Chicago, populous, prosperous, is able to pay the hill. No mincing about the daily menu—no dallying with dinner . . . both market basket and dinner pail are full in this fertile territory.

Chicago housewives know their groceries and call them by their brand names because they have been educated in edibles by far-sighted advertisers of foodstuffs... and food product advertisers know their newspapers because they have spent their own money to find out how to sell housewives in Chicago and its suburbs.

In 1926, Canada Dry Ginger Ale, Calumet Baking Powder, Chase and Sanborn, Fleischmann, Kellogg, and Royal Baking Powder—prominent in the food product field—concentrated the bulk of their Chicago expenditure in The Chicago Tribune. They depended upon The Tribune to keep their merchandise moving from the dealers' shelves and they backed their judgment with dollars and cents—the ultimate test of confidence.

In 1926 The Tribune Carried \$168,445 More Food Lineage Than Its Nearest Rival

These leaders in their line invested more money in The Tribune in 1926 than in any other Chicago newspaper, morning or evening, because The Tribune delivered so much greater results—and their experience has been duplicated by many other food product factors who have given The Tribune the largest slice of their advertising dollar.

Last year The Tribune gained more food product lineage than any other Chicago paper—50,626 lines—compared with a gain of 49,640 lines for the American and a loss of 13,007 lines for the News. During the first six months of 1927 The Tribune showed a larger gain, in lines and in percentage, in food accounts than any other Chicago paper. While The Tribune gained 62,084 lines, the American gained only 20,083 lines and the News gained 47,618 lines.

Tribune Is the Favorite Newspaper of Chicago Women Buyers

There is no myth or mystery about the newspaper to use in Chicago to appeal to the greatest number of women and the most responsive group of buyers. The stage setting of the evening lamp and the absorbed housewife has been made obsolete by the motor car, the movies, and the bridge game. No longer do present day buyers of space believe in the threadbare edict. "use evening newspapers to reach women." Experienced advertisers of foodstuffs use The Tribune because they know it is edited to appeal to women that women prepare its features for women, and that Chicago women read it with consuming interest.

NOTE—And now Blue Valley Butter has scheduled a \$35,000 campaign in The Daily Tribune, and Anheuser Busch Ginger Ale has scheduled a \$53,000 campaign in The Sunday Trib-

une.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER Circulation: Daily, 769,645; Sunday, 1,090,215

The Tribune reaches more buyers in Chicago and suburbs than can be reached with any other medium. The next greatest circulation in the metropolitan area, daily or Sunday, falls 230,000 short of the circulation of The Sunday Tribune in Chicago and suburbs. On week days The Tribune's city and suburban circulation exceeds the total circulation of any other Chicago daily. Advertisers wanting to reach the greatest accessible number of prospective buyers can do so by using The Chicago Tribune.

PUBLISHED FORTNIGHTLY



Drawn by Lucian Bernhard for the Pepperell Manufacturing Company

SEPTEMBER 21, 1927 15 CENTS A COPY

"Every Smokestack a Potential Advertiser" By H. A. HARING; "Some of the Fundamentals of Headline Writing" By RALPH McKinley; "Personal Letters" By FRANK L. Scott; "Applying the Scientific Test to Advertising Returns" By Roy QUINLAN; "The News Digest" on Page 90 THE family that believes in higher education, that can afford to send the boy to college, the sub-deb to boarding school, is representative of that solid, financially responsible citizenry to which the most effective advertising is directed.

This class is predominant in the more than 400,000 Chicago families reached by the circulation of The Daily News. Educational advertisers, accordingly, choose The Chicago Daily News above every other Chicago week-day newspaper. During the first six months of 1927 The Daily News carried 24,143 agate lines of educational advertising . . . 2,775 lines more than the highest week-day morning newspaper . . . 18,266 lines more than the next evening newspaper.

Leadership in educational advertising is indicative of "character," that important factor of circulation which, linked with concentration, produces the effectiveness in advertising for which The Daily News is notable.



September's here, bringing ovsters, radio, the early frost, grid practice and

College Days

Thousands of young members of The Daily News family are leaving this month for college, boarding and prep schools and the first great adventure of youth.

In this, as in many other activities of the Chicago home, The Daily News is glad to serve as an adviser and a friend. Its educational advertising pages offer each week-day the most comprehensive index to educational opportunities published by any Chicago newspaper. Its Personal Service Bureau Iurnishes literature and advice on educational subjects. In addition it issues "What School and Why," a yearly guide to the leading schools and colleges of the United States.

The Daily News performs those services because it believes in the value of college training-because it is eager to maintain as a predominant factor in its circulation the alert, progressive young men and women that higher education develops.

Advertising Representatives:

NEW YORK J. B. Woodward 110 E. 42d St. CIHCAGO

DETROIT

ard Woodward & Kelly Woodward & Kelly St. 360 N. Michigan Ave. 408 Fine Arts Bidg. 253 MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

Average Daily Net Paid Circulation of The Daily News for the first Six Months of 1927-441,414

THE Pittsburgh PRESS covers the Pittsburgh market thoroughly and completely. In advertising linage, too, the PRESS has overwhelming leadership. The PRESS, alone, puts the advertiser in contact with the huge buying power of America's fifth largest market.

> 198,046 Daily 259,155 Sunday



SCRIPPS - HOWARD

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York Atlanta

Chicago

Detroit

San Francisco

Los Angeles

Seattle

Portland



Talking in Terms that Dealers Value

HEN a salesman calls on any Indianapolis retailer, explains the merits of his product, and then shows a portfolio of advertising definitely scheduled to appear in The INDIANAPOLIS NEWS, he is talking in terms that the dealer understands and values.

The day has passed when a salesman can talk glibly and vaguely about "our advertising program."

The dealer wants to know what kind of advertising—where it will appear — how long it will continue.

To the dealer, a definite advertising campaign scheduled in The NEWS means: (1) that the product is meritorious or The NEWS would have rejected it; (2) that the usual prompt response from NEWS advertising justifies an initial order.



The Indianapolis NEWS solls The Indianapolis Radius

DON BRIDGE, Advertising Manager

NEW YORK: DAN A. CARROLL 110 East 42nd Street CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

Some Essentials of Business Success

NDUSTRY is cursed with executive loafers drawing large salaries. The fellow who comes to his office early and stays late has become a business novelty. Work has become a painful necessity instead

of a sacred duty. Corporation officials once died in their office chairs—now the popular place for eashing in is the golf course or the verandah of a resort hotel.

Labor-saving devices have revolutionized not only our methods but our ideas. The greater part of the time released by improved machines is being devoted to pleasure instead of being utilized to take care of additional work. About the only person who does any real labor is the private secretary of the hoss. If the seeretaries had a union and went on strike, a lot of

businesses would go to pot in short order. The time of many managers today is devoted almost entirely to attending endless conventions, conferences, luncheons and dinners

Noon-hour lunch clubs are now numbered in the thousands, and this means hundreds of thousands of man-hours given over to listening to many speeches that represent a complete waste of time. Also many bosses appropriate far more hours to trudging over the links of five thousand American golf clubs than are necessitated for the requirements of health. The short summer vacation that was once the vogue is no longer considered sufficient. Months of absence from the office are now as common as weeks were a generation ago.

Take a walk through any large office and inquire for the whereabouts of the different heads of departments. It is a two-to-one bet that the sales manager, the purchasing agent or the fellow who handles the advertising is away at some trade or association meeting. It is also conservative to say that while frank exchanges of opinion today are necessary in industry, we have carried the conference idea to such an extreme that hardly one man in three returns from these pow-wows with value received for money and time expended.

Profits have come so easily in recent times that many businesses have gone on making profits through accumulated momentum without having received anything more than routine attention from the men occupying the positions of authority. A lot of foolish executives believe this condition will continue, and have kidded themselves into accepting the idea that success is due to the exercise of their own genius. As a result of this condition, human effort has been reduced as fast as mechanical effort has been increased. This spirit has extended on down from the big bosses to the members of skilled trades and as a result we must now spend \$50,000 to build a \$20,000 house.

Before long there

will be a show-down and it will be disclosed to modern business executives that instead of being easier, the task set for them today is far more difficult than in the past. Years ago it was only necessary to keep sales stimulated and watch costs in order to insure continued success. Now a change in thought or custom on the part of a fickle public may darken the whole outlook for the best organized corporation in less than a week's time. An upset in one industry spreads rapidly to a dozen other lines of



\(\bar{\pi}\) Knickerbucker Photo Ser

The modern lunch counter

business.

The wide use of the automobile has been largely responsible for a material drop in the consumption of men's shoes. The vogue of short skirts has helped to balance this loss by increasing the footwear purchases of the ladies. The growth of the big baking companies has almost put an end to the making of bread in the home and has changed the entire market outlook for the milling companies that produce and sell flour. Instead of millions of householders, a few score agents now purchase more than half of the flour produced in the United States.

A short time ago chief emphasis was placed on thrift and economy. Today the note sounded loudest by the advertiser has to do with comfort, convenience and the gratification of human desires. The old arguments concerning the advantages of low first costs have been relegated to the rear by the present plethora of money. Each passing day is now likely to disclose some new change that is needed in the selling appeal of a product, and all of this indicates that disaster lies ahead for managements that insist on traveling a beaten road.

Of course it is true that changes have always been taking place in our industrial life. But those of yesterday took place so slowly that business had plenty of time and notice to bring about the needed modifications of policy or practice. Now there is small opportunity to exercise deliberation in the interpretation of market signs. The modern executive must literally sleep with his hat on in order to be ready to meet the effects of an unexpected discovery. Markets now do

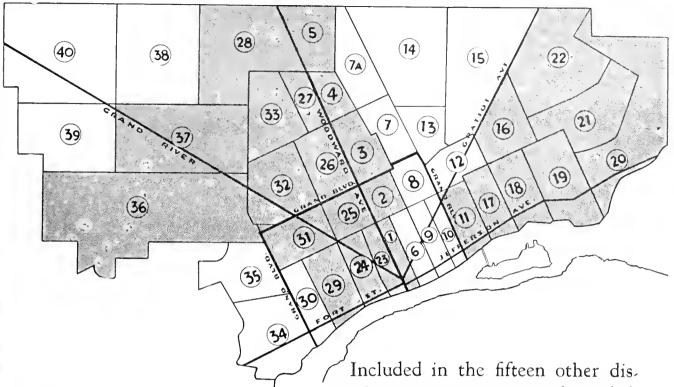
[CONTINUED ON PAGE 50]



Your Story in Picture Leaves Nothing Untold

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES * 863 MONADNOCK BLOCK * CHICAGO



To the uninitiated may we say that the map above is an outline of America's Fourth City—Detroit—divided into forty districts.

You will observe that there are twenty-five shaded districts. In these particular districts live the greatest number of English speaking people, including the wealthy, the average well-to-do, and the thrifty mechanic for which Detroit has gained distinction.

In these districts lies the greatest concentration of the city circulation of The Free Press. As near as can be accurately determined there are 164,249 homes in the twenty-five districts indicated, and 125,425 copies of The Free Press are sold or delivered to those homes, being equivalent to a coverage of 76% or BETTER THAN THREE OUT OF EVERY FOUR.

Included in the fifteen other districts are some more sparsely settled, in which The Free Press has a very complete home coverage; also the foreign and colored settlements, which comprise 52% of the total population of the city.

This coverage offered by The Free Press goes to the Detroit communities where the merchant or the manufacturer will secure more than 80% of his Detroit city business by volume. It eliminates a mass of non-productive, non-English speaking homes. It concentrates selling ammunition where sales are madewhere dollars flow fastest from pockets to cash registers.

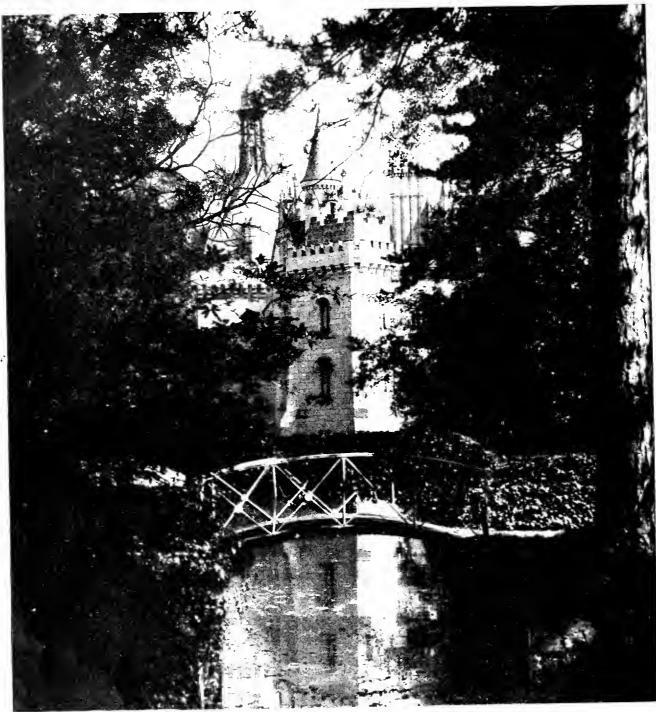
This is the very best productive circulation available in Detroit today



New York (

Chicago

Detroit San Francisco



A FEW WEEKS IN FRANCE

Instead of summering in the sloughs of business

France of a thousand years meets you at the gangplank . . . 3,000 miles of it straight across the gray-green Atlantic . . . from Sandy Hook to le Havre de Paris! For France . . . its glorious history . . is the French people . . . human, vivid and unconquerably joyous fashioning life to a gaver pattern . . . with a laugh and a dream thrown in. And every French liner is France affoat. You feel it in the richer rhythm . . . the brighter sparkle of days . . . and nights aboard. You respond to it . . . the thoughtful, attent service . . . the Parisian cuisine that so bewitches the appetite. You revel in it . . . the carefree frolicking of games, parties,

dances. Then . . . at the other end of "the longest gangplank in the world"... France ashore ... with all her treasures of soul and sense!

of soul and sense!

Weekly de luxe express service by the Ile de France, Paris and France... at Le Havre de Paris no long spun train ride... just a flashing glimpse of Rouen's historic towers... a swift pageant of radiant Normandy... three hours... and Paris... to beguile you with her limitless charm.

Four One-Class Cabin liners direct to Le Havre de Paris The New York-Vigo-Bordeaux Service, three liners to Southern France and Spain.

French Line



This wasn't Luck



TAST month a large manufacturer completed a countrywide L investigation among representative department stores. His objective, primarily, was to determine which of two magazines - Good Housekeeping and another of still larger circulation - would reach the customers of his dealers more effectively.

500 merchandise buyers in as many stores were asked to give their opinion — and to base it on experience. 208, or 41.6% replied, of whom 109 gave first preference to Good Housekeeping. 89 favored the second magazine. The remainder were non-committal.

Retailers, you know, are not given to theory when the cash register is concerned. Expressions such as this are directly traceable to the knowledge prevalent among first line merchants that Good Housekeeping is read mostly by women of higher purchasing power. And that it is most influential in selling goods to them.

* See the advertising index of the October issue (page 6).

You can check this yourself by conducting a similar investigation in your market. But it's not really necessary unless you feel that the keenest judges of space — advertising agents and successful manufacturers both—are wrong in their almost unanimous use of Good Housekeeping.*

Good Housekeeping

CHICAGO

Boston

NEW YORK SAN FRANCISCO

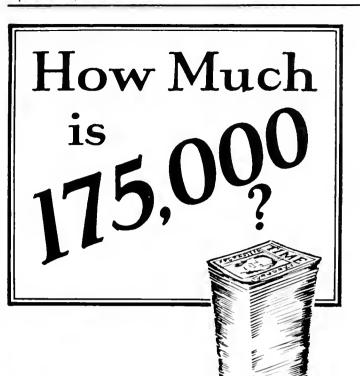


photographs.

Outstanding differ-ences between your machiners and com-petitive lines can be clearly displayed in photographs, the modern barometer of accuracy.

Points in tapestry design and nood finish can be most effectively put beore the prospective urniture buvers ith photographs. often fail, Photographs always convince. Properly made and reproduced, Photographs bring quick and easy understanding. For after all, the camera tells the truth—shows products, with their parts and features, as they really are!

HOTOGRAPHS Tell the Story



TIME guarantees 175,000 circulation in 1928. That much

NINETEEN TIMES the circulation of the first issue in March, 1923 · · ·

NINE TIMES the average circulation for all of 1923 · · ·

MORE CIRCULATION than is guaranteed for next year by any one general magazine claiming quality of readership!

Do advertisers feel that true quality circulation comes only in lots of 100,000 or less? TIME is proving otherwise rejust as it is proving that high quality circulation does not always mean high cost per page.

The Weekly Newsmagazine

TIME'S Milestones:

In 1923 · 18,500 ave. net paid

In 1924 · 43,465 ave. net paid

In 1925 · 75,228 ave. net paid In 1926 · 110,522 ave. net paid

In 1927 · 140,000 estimated net

In 1928 • 175,000 guaranteed net

In 1929 - 200,000 plus!

Compiled, written, edited in New York. Printed and distributed in Cleveland. Copy transmitted by air mail and telegraph. To press Tuesday, to readers Friday.

12 AN ADVERTISEMENT BY WILLARD G. MYERS, MYERS AND GOLDEN, INC.

Lindy saw Icebergs-

N that world-stirring flight of May 21st, Lindbergh says, dramatically, "I saw icebergs—"

Now here's the question for psychologists: What were the thoughts aroused in Lindy's mind by the sight of these pale ghosts on the gray monotone beneath him? Did he think, "Ah, what I see is only one-seventh of that entire mass of ice. Below the surface is the most important part of that berg."

He did not

He probably thought (all-in-a-flash), "dangerous to fly too low—might hit one in the fog how low is safe?—what is the average height of an iceberg?—must be terrible strain for steamship pilots—glad I'm up here."

When Mr. Average Consumer leisurely flies across the pages of his newspaper or magazine, does he say, "Ah, think of the tremendous amount of work that is hidden below the production of this page of advertising -the people who investigated my likes and dislikes, the interviews with my garage man or my corner grocer or my drug store to find out why I buy, the work of the man who first thought of the single idea back of this pagethe man who wrote this-what he thought of me when he wrote it-the artist who painted this lovely girl who looks so happy and carefree-just like my own girl-what sort of a model did he have-what did she really look like-did the art director like the painting the first time-what changes were made so that I would like it better-what about the typographer who set this ad-bet he used to be just a printer who got tired of setting type the regular way and tried to do it a little better-and a little better-well he does it fine now—what about that engraving in color-think of the photographer who made the color negatives and the printer, the

etcher, the proofer—the number of times they compared it with the painting, cursed the artist for the unusual colors he used, tried again, final proofs, more corrections, more final proofs, the assembled ad, the complete proof, the conference with the advertiser, the drastic changes, ad all pulled to pieces, put together again, changed here, altered there—all with the idea of making a deeper impression on me. All this excitement about me! Well, there's the ad printed in this magazine at last."

No, he does NOT think that.

He thinks (all-in-a-flash) "Hum, another car ad. Wonder if those Hoosis cars are any good. Jim Barnes has one. That argument sounds good. That girl looks like Jane. Pretty. Those kids have a good time. Jane's been kicking about that bus of ours. Maybe I ought to get a new one. Perhaps—"

He turns to the next page.

Now, the people who do weep and wail and gnash their teeth over the submerged six-sevenths of advertising are the readers of Advertising and Selling.

Mr. Average Consumer would have to get a new-size hat if he knew how he is wept over, prayed over, cursed over and discussed in the pages of this magazine.

Nobody agrees about Mr. Average Consumer (and his own testimony on the subject is misleading), but it is this constant discussion, this fresh presentation of evidence about him, that is adding constantly and steadily to Advertising and Selling's "buying-power" circulation.

If you have anything to sell to these people who are worried about Mr. Consumer, this would seem to be the place to sell it.





WHAT DOES IT SAY, DANIEL?''

To the ordinary man-sized job of selling an established product in an established market advertising now is shouldering two other problems:

What to do with an established product when its established market dries up.

How to present to the public a new idea when acceptance of that idea demands sloughing off old habits and acquiring a new set in their stead.

It is like going from simple arithmetic to differential calculus. Instead of dealing with tangible digits, we must reckon with x, an unknown quantity raised to the nth power.

The advertising man is expected to find the answer. More and more in this complicated modern business world the manufacturer is turning to him for advice; for prophecy almost, as Belshazzar turned to Daniel.

The advertising man must interpret what the hand is writing on the wall, or be thrown to the lions. The manufacturer must have reasonable faith in advertising or in he goes too.

Another Milestone in 37 years of Advertising Progress

Andrew Cone Advertising Agency

Frederick H. Cone, President

Announces

the following additions to the staff:

George F. Nolan Executive Vice-President—formerly of the United States Advertising Corporation, New York, and the Charles F. W. Nichols Company of Chicago.

Gerald C. Smith Vice-President in charge of National Accounts—formerly Account Executive Frank Seaman, Inc., and the Dorland Advertising Agency, New York.

W. E. Simber Vice-President in charge of Trade Promotional Division—formerly Vice-President of the Philip Kobbe Co., Inc., and recently Merchandising Counsel of James F. Newcomb & Co., Inc., New York.

Charles C. Baldwin Director of Copy—formerly of Albert Frank & Co., New York, Joseph Katz, Baltimore, Md., and Eastman Scott & Co., Atlanta, Ga.

For 37 years this Agency has maintained complete advertising service. With these appointments to its already strong staff, the organization is in a better position than ever to serve its present clients and to handle a limited number of additional national accounts.

Andrew Cone Advertising Agency

Established 1890

18 East Forty-First Street · New York

Member: American Association of Advertising Agencies
International Advertising Association . . . Audit Bureau of Circulations



Do You Carefully Analyse the Medium and Its Market?

THE MEDIUM

RIT—a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section—is made especially for its own readers in 12,000 small towns and villages throughout the United States. It is delivered each week by its own 15,000 agents into more than 350,000 homes—reaching over 1,620,500 people.

Gair is more than an informant. It is a trusted and looked-for friend, welcomed by every member of the family, encompassing, as it does, news and editorials which instruct, fiction and features which entertain and magazine and miscellany articles which enlighten.

And GRIT is read and remains in many of these homes until the succeeding issue arrives. It is truly-

AMERICA'S GREATEST FAMILY NEWSPAPER

THE MARKET

BETWEEN the congested cities and the isolated rural homes are a great group of small towns and villages of from 100 to 5,000 population comprising Small Town America. Years ago these were commonly known as the hick towns of America.

With the advent of automobiles, concrete roads, movies, radio and the World War, new interest was aroused in these communities. Homes and business places were spruced up. The missing necessities were provided and today the luxuries of life are being added to an amazing extent.

SMALL Town America today cannot be neglected from any merchandising plan. It is a live, awake, buying market.

GRIT Readers in SMALL TOWN AMERICA

N these small towns and villages, wherein lies 77 per cent of GRIT's circulation, lives, perhaps, the most happy, prosperous and progressive group of people in our country. Possessing most of the conveniences of the large cities, yet enjoying a spirit of neighborliness, friendliness and home pride unknown to the city dweller, these home-loving folks still form, as they always have, the backbone and stability of our nation.

Unaffected by big industrial shut-downs-not seriously influenced by less than bumper crops, 75 per cent of the heads of Grit's 350,000 Small Town America families are steadily engaged in work which pays them larger than average income; 69 per cent own their homes; nearly as many own automobiles, while 79 per cent of these families have bank accounts.

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44%

Delineator closed with an increase in advertising lineage of 44% compared with the October issue of last year.



Another spectacular gain for Delineator in a year of consistent progress

Advertising & Selling

VOLUME NINE—NUMBER ELEVEN

September 21, 1927

Everybody's Business	5
FLOYD W. PARSONS	
Every Smokestack a Potential Advertiser	19
H. A. Haring	
Stuart Chase's King Charles' Head	20
Earnest Elmo Calkins	
More Net Profit in Spite of Lower Gross Profit on	
Sales	21
J. George Frederick	-2-2
Early History of Palmolive	22
CLAUDE C. HOPKINS	ക
Personal Letters Frank L. Scott	23
	0.1
The Hop Fiend Percival White	24
The Idle Sword	25
JAMES F. HAYES	20
Monosyllables, Etc.	27
THEODORE WATSON	
Applying the Scientific Test to Advertising Returns	28
Roy Quinlan	
The Editorial Page	29
The Long Wait for Sales	30
S. H. GIELLERUP	
"Ten Cents' Worth of Cigarettes, Please"	34
DWIGHT POWER	
Who Pays for the Advertising?	-36
RHEY T. SNODGRASS	
No Need to Apologize for Alliteration's Odor, Mr.	
Heywood!	38
Warren E. Kraft	
"We See the Blotters Everywhere"	40
Frederick C. Heitkamp	
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	70
E. O. W.	72
The News Digest	90



LVERY Smokestack a Potential Advertiser," the lead article in this issue, studies the marketing problem of the small manufacturer who often fails to realize the sales possibilities of his own local territory. Seldom does the small manufacturer succeed brilliantly; more often he fails as the business mortality tables indicate. Mr. Haring analyzes this situation and in this and succeeding articles suggests a basis for examining the smaller manufacturer's business objective.

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Every Smokestack a Potential Advertiser

A Study of the Marketing Problems of the Local Manufacturer Who Is "Too Small to Advertise"

By H. A. Haring

F course we don't advertise," the half-indignant of an Indiana manufacturer of tools. "We've run the plant two shifts every month for three years, we're turning out \$80,000 a month of tools at a nice profit and they all go to seven accounts, with two of them swallowing up 72 per cent of the total. We don't need to advertise If we did, it would just add to our costs. I've built up this business from scratch since I came home from France and I'm sitting pretty without squandering all I make in ads."

Those words were spoken in October of 1926. Six months slipped by, when, in the month of May of the present year, the factory was sold at receivers' sale after being boarded up for ten weeks. When next encountered, the former owner, now working in



@ Ewing Galloway

A MULTITUDE of American smokestacks are producing goods for other concerns to brand, trade mark and market. Even in this age of seeming prosperity, however, their story is full of woe. Factories operate to capacity but the owners are unable to set up reserves for depreciation or to reduce their debt. What is the cause of this situation and what is its remedy? Mr. Haring has studied the problem and in this and following articles lays the groundwork for

more prosperous distribution methods

manufacturer, poured out

this tale: "Both the big accounts quit us cold. One bought a factory and started to make its own tools and the other found someone else who underbid me. The big fellows are like wild beasts. They live on us small fry who haven't wits enough to keep from walking into their jaws. The one-fourth of my business that was left sucked me dry in two months. I owed the banks a lot of money, and it just wasn't possible to find other eustomers for the tools. I'm busted; sold my home. We're living in a flat and I'm working for \$400 per."

He was, in due course, reminded of his indignation when queried as to advertising less than a year ago. To this came the explanation:

"The company I'm with now soaks away 3 per cent of their sales for advertising. I didn't spend ness, even when I was doing nearly a million a year. And that's where I hung myself, for, when the crash came, my tools hadn't a friend in the world. I didn't even have a name for them. I discovered that half the men in our country club didn't so much as know what came out of my plant except the smoke from the stacks"

Out of this incident grew the comment of a banker in the Indiana

"A retailer would not dare try to do without advertising. He knows his market is local and he must build a reputation. But not one in five of our local manufacturers think of it. They fall for the lure of the distant. They think their market is in New England or Chicago or somewhere far off where they do everything by telegraph and long distance."

In order to check this banker's summary, a trained investigator was employed to make inquiries. The city is of the 25,000 class. Of 84 local merchants interviewed only 15 did no advertising during 1926, and [CONTINUED ON PAGE 44]

Stuart Chase's King Charles' Head

By Earnest Elmo Calkins

VER since Chase and Schlink's book, "Your Money's Worth," came from the press commentators have been discussing it, and its errors have by now been pointed out by more competent hands than mine. Note particularly Harford Powel's all too short review in the September Atlantic, Tom Masson's entertaining satire in Printers' Ink, and the pertinent comments of Kenneth Goode and Robert Updegraff in Advertising and Selling. I also commend Roy Durstine's review in the September Review of Reviews, though I have not yet seen it, to any business or advertising man who is disturbed by the reasoning of this entertaining and readable book. Little remains to be said about it, and I will proceed to say that.

Mr. Dick, you will remember, never succeeded in bringing off any of his literary undertakings because he could not keep King Charles' head out of them. Hatred of advertising is Stuart Chase's King Charles' head. His premise is always that advertising is economic waste, and whenever he needs a villain for his plot he pins the crime on advertising. This obsession of his has spoiled two good books, which were otherwise worth the serious attention of the business world. With the rest of his findings most advertising men are in agreement.

The thesis of "Your Money's Worth" is that there is something wrong with our distribution system. There is too much spread between manufacturing cost and the retail price. We pay too much for everything because we do not know any better. If some benevolent agency, government or private, would test and analyze the things we buy and tell what was what, we could buy with our eyes open, and advertising would no longer be needed.

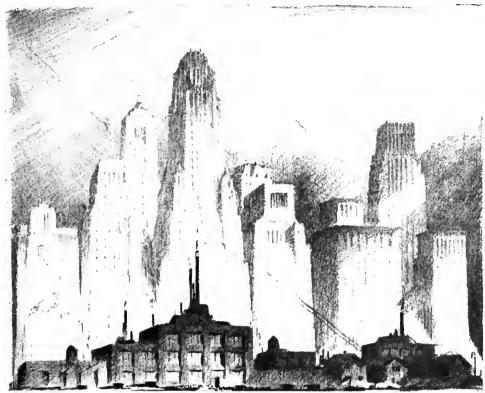
The first thing an advertising man asks is, how are these findings going to become known? Who is going to tell us which is the best carburetor, floor wax, sheeting, or breakfast food? The authors say the government already knows these facts. So do many corporations which maintain laboratories. But they do not share that knowledge with us. The significant thing is that Stuart Chase also knows them, or some of them, apparently, and he won't tell us either. He describes a test of thirty-four carburetors, of which only four were found good, but he

does not give us the names of the four. Why not? He mentions tests made of sheetings, in which the first in the advertising was last in the test, but he does not say what sheetings. Here was an opportunity to put his Utopian idea into effect on a small scale by giving us information we could use in our buying, a demonstration in short, and the authors' neglect to take advantage of it. Why? Probably because they hesitate to incur risk of libel suits, even when backed up by the findings of physicists. If this suggestion is so practicable, why doesn't this book inaugurate it? If it shrinks at the outset from the responsibility, it but emphasizes the need of some machinery to get all this new information about.

If this method of helping the consumer is workable, it will not do away with advertising. It will need it more than ever. Advertising is an elastic and adaptable means of spreading information about goods. It makes no difference whether this information consists of the belief of the manufacturer or the findings of a laboratory. It still must be made known. And the machinery for making it known will be very much like the present advertising machinery. Advertising is not wedded to any system. It is prepared to disseminate whatever information it has to the best interests of everybody concerned.

The authors' bias against advertising is shown in many places, as one instance will show. They praise the progress made in stamping out the false names and labels for dyed furs and veneered furniture, but nowhere state that the money to finance the Better Business Bureau, which is responsible for this reform, is furnished by advertising men. If they had devoted to the part advertising is now playing in bettering conditions as much research as they have to digging up devastating facts about goods and selling, they would know that most of their objectives are also the objectives of advertising, and that they will be reached, if they are reached, only by the aid of advertising.

Later.—I have just read Roy Durstine's article, and commend it more highly than ever. It puts the theories of Chase and Schlink in the proper perspective.



American Exchange Irving Trust Co

More Net Profit in Spite of Lower Gross Profit on Sales

By J. George Frederick

VERY business man in the United States should closely scan the change that is occurring to American business both in manufacturing and distribution.

I refer to the remarkable decline in gross profits on sales while net profits have been increased. This has been going on for the last three or four years. One hears much general talk and sees many general "trend" statistics about business. but in my opinion nothing has the authority and the finality that the Federal corporation tax figures offer. Business men have been missing the significance of these figures, buried deep as they are in the dull official reports of the Treasury Department. It is true that tax figures are always about a year and a half behind and as the figures for 1925 have just been issued, it seems to me important to examine them.

The facts are that gross profit on sales in 1923 for all types of business was 23.7 per cent of receipts. In 1924 it sank to 17.8 per cent and in 1925 dropped to 16.1 per cent.

Thus, in three years' time there has been a 7.6 per cent decline in gross profit on sales in business in the United States. But equal in importance and more spectacular still, is the tale of how our business men have met this situation.

American business, in spite of its large gross profit percentage in 1923, showed only 5.6 per cent of net profit after taxes; and in 1924 it sank to 4.9 per cent. It however rose to 5.9 per cent in 1925. This is a high mark in net profit for all American business despite the low mark in gross profit from sales. As these figures are for 1925 and this is 1927, it becomes an interesting speculation as to whether this process has been continuing its trend.

Before we proceed to study the meaning of this phenomenon in American business, let us examine how the thing stands when you separate manufacturing only and distribution only. In 1923, the gross profit from sales in all manufacturing lines was 26.1 per cent; in 1924 it was 22.4 per cent, and in 1925 it

sank to 20.6 per cent. It will be seen here that the decline in gross profit from sales was less for the manufacturing field than for the complete range of American business. Now as to profits (after taxes) in the manufacturing field. In 1923, they were 6 per cent; in 1924, 4.9 per cent, and in 1925, 5.8 per cent. And so manufacturing has not, like American business in general, been able to outdo the 1923 record for profit even though the drop in gross profit from sales was less.

Now taking the retail and whole-sale trade, including department stores, we find that in 1923 the gross profit from sales was 19.3 per cent. In 1924 this gross profit had shrunk to 18 per cent, and in 1925 it was 16.4 per cent. This decline in gross profit was smaller than that of business in general, and that of manufacturers slightly less than 3 per cent. The net profit after taxes was 2.6 per cent in 1923, which declined to 2 per cent in 1924 and rose to 2.2 per cent in 1925.

The striking thing to note in all [CONTINUED ON PAGE 621]

My Life in Advertising—IX

Early History of Palmolive

By Claude C. Hopkins

E organized in our agency an "Advisory Board" over which I presided. We announced that anyone could bring his advertising problems, in person or by letter, and receive without obligation the advice of the best men in our agency. Some sixteen able advertising men sat around the table. They offered an inviting opportunity to advertisers, existing or prospective. Some hundreds of men with dubious prospects came there and we advised nineteen in twenty of them not to proceed. The men who hesitated were large advertisers who had most at stake. That is generally so.

Our object in these meetings was to foster good advertising, to warn men against mistakes and to try to discover in the mass of suggestions some jewels of advertising opportunities. Under the same policy we published numerous books offering advice based on our many experiences. We felt that our own interests depended on the prosperity of advertising as a whole. Mistakes and disasters hurt advertising. One conspicuous success may encourage many ventures. No doubt our helpful and unselfish policy was a large factor in the growth of advertising during the past twenty years.

One morning there appeared at our meeting Mr. B. J. Johnson of the B. J. Johnson Soap Company of Milwaukee. With him came Mr. Charles Pearce, a newly-appointed sales manager who was seeking a way to make good. They came to discuss Galvanic Soap, a laundry soap. After due consideration we advised them against entering that advertising field. It was too difficult, too hardfought to offer encouragement to a new advertiser. On the facts we cited the owners soon came to agree with us.

Then we asked if they had anything else. They said that they had a toilet soap called Palmolive, made with palm and olive oils. It had slight distribution; they had not considered it as an advertising possibility.

At that time the men around the

table only dimly recognized the strength of the beauty appeal, though later we were destined to develop on that line some of the greatest advertising successes. One man suggested that Cleopatra used Another repalm and olive oils. minded us that Roman beauties did likewise. Gradually we came to recognize the germ of an advertising opportunity, and we asked the soap makers to let us make an experiment. We suggested a trial in Grand Rapids, Michigan, and we estimated that it could be made for about \$1,000. But that was too much money to stake on so uncertain a venture, so we were forced to compromise on Benton Harbor, Michigan, where the cost was \$700. In that little city appeared the first ads on Palmolive Soap.

WE evolved a plan of introduction which I have used in many of my best campaigns. I originated that plan, so far as I know, and it has been one of the chief factors in my success. We ran two or three ads telling the story of Palmolive Soap, bringing out the beauty appeal. Above the ads in a box we announced that in a few days we would buy a cake of Palmolive for every woman who applied. That offer multiplied the readers of our ads. When you offer to buy something for a woman she wants to learn about it. Thus we interested most women readers in our complexion soap. When we felt that we had created a sufficient desire for it, we came out with a page ad with a coupon good at any store for a 10-cent cake. The coupon authorized the dealer to deliver one cake to the bearer and charge us ten cents for it.

This plan has many advantages over a "Free" offer. It is much more impressive, for one thing. There is considerable difference in the psychological effect when you offer to buy an article for a woman to try, and pay the dealer his price for it, as compared with offering that article free to all. The "Free" offer cheapens a product. There is a certain resistance when we ask people

afterward to pay for a product which came to them first as a gif But when we ourselves buy the art cle, just as the consumer does, we show supreme confidence in the belief that the article will please. "W Will Buy" is a much better headling than "10-Cent Cake Free."

Then the buying method force dealers to stock the product yo offer. No salesmen are needed Simply mail a proof of the coupor ad to dealers. Point out the fact that practically every home will receive it; also that the coupon is a good as a dime. Women will no throw it away. If one dealer fails tredeem it, another dealer will. We gain by this plan universal distribution immediately at moderate cost That is of course the first essentia in advertising.

I have never found that it paid to give either a sample or a full-size package to people who do not request it. We must arouse interest ir our product before it has value to anybody. I consider promiscuous sampling a very bad plan indeed Products handed out without asking or thrown on the doorstep lose respect. It is different when you force people to make an effort or when you buy the product at retail price on request.

Benton Harbor on the initial Palmolive ads. The cost, including the redemption of coupons, was \$700, I believe. As a result several thousand women were started on this soap with full knowledge of its qualities and purpose. Then we waited to see the effect. What would users do when they tried the soap? The answer to that question is the most vital factor in advertising.

Now I come to some figures which may not be exact. This campaign was started in 1911. My memory may be somewhat but not seriously at fault. The repeat sales in Benton Harbor paid the advertising before the bills were due. We knew then we had struck a responsive chord. We knew we had a winner.

We tried the same test ads in

[CONTINUED ON PAGE 74]

Personal Letters

An Undervalued Tool for the Salesman

By Frank L. Scott

THREE traveling salesmen were scratching away in the writing om of the Essex Hotel in oston. As I was signing a ter to my wife, one of the lesmen called out to his ighbor, "Say, how do you ell Margery?" And then e fun began.

"M-a-r-j-e-r-v." said Il lad in a brown suit.

"M-a-r-g-e-r-i-e," submitted

te other.

The questioner himself held t the opinion that it was '[-a-r-g-a-r-e-y," on the basis tit the girl's name was Marret, and when put in pet f.m. it ought to correspond th the name as it was used a her christening. There is r particular point to this ausing incident except that ireminded me that salesmen a: not always at home when icomes to writing letters. Ad more's the pity, because

p sonal letters to dealers and jobbs can be very valuable indeed to th man on the road. But the maicity of traveling salesmen still son to make but infrequent use of pisonal letters to their trade, and f any one or all of three reasons. Fst, their pride in their personal seing prowess makes them discredit I selling power of a hand-written leer. Second, their belief that the deer is too busy to read letters mæs them feel that he too disconts written sales talks. And thd, the salesman says he can't find th time for letter writing.

he kind of letters I am talking at it here are not the formal or ro ine letters which may wait until th salesman gets back to the home offe. They are the letters which th salesman may write out in longhal and mail while he is busy in his teritory. They are courtesy notes, rei nders, simple suggestions, writer repetitions of a single sales t, and other shorter forms of leter which do not take too much time, which may go a long way toward ncasing sales and building up still



friendlier feelings between the salesman and his trade. The longer forms of letters are more likely to deal with important emergencies and should be turned over to a public stenographer if the matter cannot wait until the salesman gets back home.

One of the most successful salesmen I know once told me, "In many lines of business the personal letter may easily be one of the best tools in a salesman's kit." This salesman sold pianos. His trips over a territory were made only three or four times a year. But while on his trips he made it a point to send handwritten letters to many of the dealers in other towns with whom he was doing or wanted to do business. For example, he might open up a new account in Oswego. Two days later, from Buffalo, he would write the new Oswego dealer a note repeating his gratification at having that merchant actively handling his goods. At another time he might have come close to signing up a very desirable dealer in some other town. The next day he would sit down and write to the merchant, repeating in varied form the arguments he had previously made in person. He thus reinforced his sales talk and planted it deeper in the dealer's mind than if he had waited until his next call, which might be four months later.

In my fifteen years of acquaintance with salesmen in many lines, I have found only a few salesmen who made much use of letters to dealers while they were on the road. But without exception these men were enthusiastic over this means of keeping old dealers interested and prospective dealers warmer. Obviously the value of or need for such letters diminishes with the frequency of the salesman's calls and increases with the infrequency. But even in the average case where the salesman may cover his trade every two weeks or so, an occasional hand-written

letter may go a long way toward getting more business.

Here are some of the definite values which the salesman may find in letter-writing:

(1) Warmer personal feeling between dealer and salesman. One salesman admitted to me, "Lots of salesmen make friends more easily than I do. Quite early in my selling experience I woke up to the fact that personal letters to my trade might go a long way toward warming up the feeling between my dealers and me. Since then I have made it a point to write short, friendly notes to my more important customers every now and then. For example, one of my best dealers has a passion for Scotch jokes. Sometimes if I hear an exceptionally good Scotch story that seems to be new, I will sit down in the evening and simply write that joke in a note. Its value to me is far beyond the value of the same joke if I had saved it for the next trip. At other times, I will run across a dealer who has solved some problem that has bothered another of my customers."

(2) More effective selling. In the selling of some products several important points may be involved. One salesman who uses letters rather freely has a definite purpose in mind. On his personal calls he may cover several or all of his selling points. In his letters he takes up one point at a time, thus centering the dealer's mind on that one factor longer than he could in a personal selling talk.

(3) More effective advertising. Very often the salesman is given an advertising or merchandising program to put before the dealer. Such a plan may contain many elements. To put them all before the dealer at one time may only confuse him. In those companies where an effective advertising department is maintained it may accept the responsibility of laying the various elements at the proper times before the individual dealer. But in many cases this work is delegated to the salesman. After he has covered the ground in a broad way with any given dealer, the salesman may follow up with his own letters on separate factors in the plan.

(4) Nursing new accounts. Where the account is a new one, special attention in the form of personal let-

ters from the salesman to the dealer is often worth the effort it takes.

(5) Increased frequency of ealls. Finally, practically every salesman will agree that he has at least a few dealers on whom he would like to call more frequently. It is humanly impossible to get around oftener to these dealers in person but there is no limit to the number of letters the salesman can write to them. The letter won't do to sign up new accounts or settle big issues but it keeps the account sweetened up to some degree at least and on a better basis than where no such effort is made.

But there are other values to letter writing. One very obvious one is that so little of it is done that the salesman who writes letters to important dealers while in the field is pretty sure to stand out in the minds of his trade if his letters are any good at all. In spite of the disbelief of some salesmen, dealers doread letters of this kind. The handwritten note of thanks or suggestion for a promising store innovation stands out in the mail like a plainclothes dancer at a masquerade ball. The dealer knows that it was more or less bother to write that letter and

he appreciates the trouble taken by the salesman.

The personal field letter has another value. Through it the salesman may deliver a sales talk without interruption, where the same talk in person might only start an argument. One salesman who writes a splendid letter tells me, "I have had great success with letters on such topics as bad credit situations, and other matters where personal discussion might easily result in argument, excitement and hard feelings. some cases I have written ahead to the dealer that I would be in within a few days to discuss his credit problem with us. Ahead of my call I would ask him to listen to my story before he made any comments. In fact that particular sort of a letter has helped me in several cases to avoid what otherwise might have resulted in a lost account. When I got around to the actual call, I would smile and say, 'Remember, I warned you ahead that this call might not be a pleasant one. But there's no reason why we can't come to an understanding easily if you will only listen first to what I have to say, without letting yourself get excited."

[CONTINUED ON PAGE 88]

The Hop Fiend

By Percival White

MAIDEN lives demurely, shrinking from view. One day she is held up by customs officials for petty smuggling. She breaks into the headlines. From that time on she basks in publicity, bathes in publicity, and drinks publicity, all at once. She becomes a publicity-addict, a hopeless incurable—a hop fiend.

An industry, a tiny, puling, infant industry, yells for the light. Publicity this youngster must have, even if he cries his eyes out. He won't be happy till he gets it.

Aviation begs at the sanctum door. But the editor is out. He stays out, for years. Then the big story breaks. Aviation finds itself in the flood light. A million-milline-power ray is focused on it, a beam strong enough to illuminate an airway from Columbus Circle to Piccadilly Circus.

Aviation has received publicity enough this year to have made every press agent in the country a millionaire. Front page, every time. Two-

column cuts. Seven-column heads. Free, gratis, and for nothing.

That actresses, murderesses, and queens should smoke the opium pipe to its dregs is in their nature. But aviation, we suppose, is a business, and no business can afford narcotics.

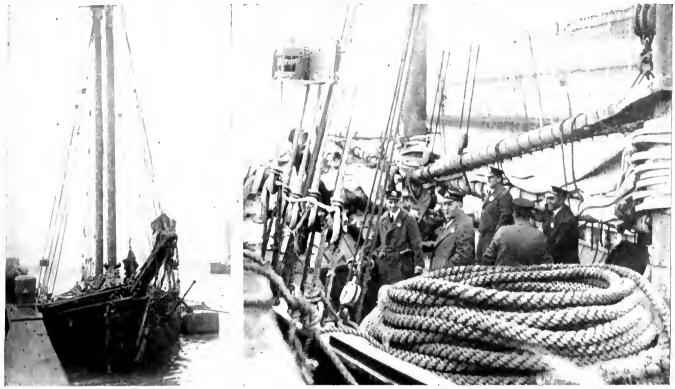
Into the azure soars the ruler of the hive. Instantly every drone preens his wings, wings hitherto lazily folded. He gives chase. He will follow her flight, to Paris, Berlin, Rome, Hawaii, to any garden which drips with the honey he so loves. Indeed, the hop of the hop fiend is more like that of the grasshopper than that of the bee: he never knows when he takes off where he will land.

The oriental emperor dies. His consort kills herself. His delirious followers ape her example. Should the empire of aviation permit its subjects to commit *hari kari?* Has it no prime minister to point out the hideous folly of thus destroying

its leading men? Cannot this industry yet boast a man sufficiently versed in the lore of advertising to show its members their mistake? Is there no one to tell them that the American people is beginning to regard aviators as trapeze performers, as daredevils whose idea of achievement is to ride over Niagara in a barrel?

The publicity which it now courts will do more harm to aviation than it can live down in a decade.

If an enemy wished to build up a barrage of propaganda, to frighten us to the point of never daring to fly, if that enemy wished to intimidate our would-be aircraft-users (whose patronage alone can make this industry a success), he would be hard pressed to devise a more insidious campaign, a campaign better calculated to prevent us from building that tool, which ought to be one of the greatest factors in the growth of American industry and in the defense of the United States.



A captured rum runner lying in dock

Herbert Photos, Inc

The Idle Sword

A Challenge to Advertising

By James F. Hayes

TITH rapidly increasing momentum the whole question of Prohibition is approaching a climax. After nearly a decade of constitutional inadequacy and prohibition jokes, the dry forces, dry agents, or call them what you will, are laying down a determined blockade on Rum Row. In Indiana a "bone-dry" law is chasing the literary center of the country southward. Elsewhere conditions are no better. The attempted blockade achieves a measure of success when the weather is fair and the shore demand is only fair. When the necessity arises, and a providential fog descends, eases of Scotch, real and German, and barrels of liquors are carried in like a tidal wave from our eastern shore line to sweep across the thirteen original states. From the south and west come other waves, and from the north a veritable ocean threatens.

The practice of making wine, manufacturing gin, and distilling

whiskey goes on unabated in our Visitors to our shores are cities. amazed at the flagrancy of our lawviolators; they return home to scoff at the idea of America being "dry." Walk along any street in the "blind-pig" district and see the number of men under the influence of liquor; attend almost any social affair and see with what tolerance law violations are accepted; live in any section of our large and small cities for a time and discover the number of stores, restaurants, and soft-drink places where drinks can be obtained.

And why? Is prohibition a bad law? Is it a law or is it a joke? What is the reason for the disrespect so openly practiced? Is the narcotic law a bad one? Many will think so. Was the slave amendment unpopular? Millions in the South will answer yes. Was the suffrage amendment in disfavor? Millions still believe it is. And yet public opinion, generally, favored these

legislations. One great hindrance to the enforcement of prohibition is that the mighty force of public opinion is unfavorable to it.

But what has the United States done to create favorable public opinion on the side of law-observance and respect for the prohibition amendment? In this emergency, what has the government done to call forth support of law-respect and national pride? The only answer is, that the United States Government has done nothing to bring out the value of the prohibition law either to the country, state, or individual.

From reflection and discussion the good is apparent, but how many in America discuss prohibition fairmindedly? How many reflect on the intentions of those who created the law, and upon the results they were striving for? Few indeed. The United States Government has never, as a measure of enforcement, or as part of its gigantic plan to cram the law down the throats of Americans,

[CONTINUED ON PAGE 82]





And now, in 1854, comes the wire hoop skirt

Queen Victoria introduced the hoop skyrt in 1854. By 1858 if had become universal. It was a rather natural climastotheuncreasinglyenlarged skirtsoferinoline das s

The hoop skirt was immensely popular until 1869, in spite of the tripoble it affinded its water when she wished to go through a doorway, go up or down stairs, or get into a carriage.

Dresser of this period had a vast amount of ornamen-tation; flounces were covered with rows upon rows of lace; skiris were flounced or conded and puffed in trers. Each dress flounce was wired to the hem of the hoop skirt.

As in the hoop skirt days, Arnold, Constable in 1927 is New York's store of fashion.

The Arnold, Constable Centennial begins September 12th. It will set new selling records



This is No. 2 of a series correspond to bestory of women's fash sons in the century 1827 to 1927—a review looking forward it the coming Centennial telebration of Arnold, Constable & Co.



What smart New Yorkers wore 100 years ago

This is the fashionable costume of 1827—the year the Arnold. Constable store was founded.

The famous leg-o'mutton sleeve had just reached its full development, as you see.

use comment, as you see.

Note the other high-lights of the mode—the enormous carra-heel hat, ornamented with mounds of ribbon, remarkable hat, ornamented with mounds of ribbon, remarkable howers, or plaumes—the two long ribbon streament hat hong from the hat—the "pelerine-manplia" shoulder sarf, with its long stelle ends—the skart one or two inches above the ground.

These bashions, with slight changes, held sway until 1817, when the lego/muton sleeve had become so grotesquely voluminous that its popularity (aded.

And in 1927—just as in all the years of the interesting 1827-1927 century - Armold, Constable is the choice of those smart New Yorkers who are best judges of fashion, quality and service.

The Arnold, Constable Centennial begins September 12th. It will set new selling records





In the '90's fashion revived the leg-o'mutton sleeve

Above is a typical daysime and a typical evening costume of the "gay intentes". Note the high neck: the half libra tiggests mothing so much as a single hent; the long, round kirir. Note the "Gibon gird" cerning costume, whose halfoon-like Tege/mujron puffs (from shoulder to elbow) gave as breadth that would pure a sworth full-back to shame.

Aren't they delicious?

In 1927, as in the gav 90's and throughout the 1827-1927 century, New York women rightly look to Arnold, Constable for the first in fashion, quality,

The Arnold, Constable Centennial begins September 12th. It will set new selling records





The bustle was the thing in the 70's and 80's

With the 70's came in the elaborately flounced under-skirt, draped overskirt, "hoeback," and bustle effect. The funer the fastion, the better. As you see in the figure at the left, the skirt was ned-back at the knets. The overskirt and underskirt were cornate as a Chivingative. In this pend usekings with stripe running around the leg-were considered very elegant.

elegant. The figure at the right shows the enormous built fully developed. It stark out as a sharp right angle. In the Little 1975, it was also fashmended no exaggerate the bust by meant of pudding. The want was sterill contest alone a snapplise creamference. By 1986, the built—one of the into brazer and artificial of fashmon—bud just about 1546 out of topolaritis. And today, as in the 20% and 80%—and in the full 100 years of the content

The Arnold, Constable Centennial begins September 12th. It will set new selling records





From 1908 to 1912 the slim straight skirt comes in

As we have traced in this series reviewing the de-velopmental of union's Kalshimin in the pair 100 query, skirst have been sery full ever since 1927. In 1938, comes a revolutionars, change. Gone of the fulliest lent by stronbing, the boop skirs, the bodd, the bell skirst, and all the rest. Skirst now become silm and straight—the first unmitaskible industrial of the movement toward modern outrall-bages to shown. This is shown in the 1921 fashion at the list. Note also the variableme, three or four miles above meaning position, and the search need that

In 1914 (see right figure) skirts were still long and slim, but panniers were often added. The "harem skirt" is another phase of the mode of this period. The completely natural figure is coming. It won't be long now?

And now in 1927—as in 1914 and in the whole certifier of Arnold, Constable store life—women alert in Jashson find Arnold, Constable alert with fashions,

The Arnold, Constable Centennial begins September 12th. It will set new selling records





With 1925 comes the bustless, waistless, and hipless figure

The two figures at the Irfs illustrate the swing of the mode, in 1923, away from the strictly natural figure fashions achieved. In 1949

Frenks are long, slim, tube-like, and bloused at a low wait-line. Except for upons, shirts are long. Most heads are bi-bbed. In 1924, as the right figure shows, the wait line has slipped wirst low. Skirts are much higher. The clothe has is well launched on its long copie.

Now as throughout the century, Arnold, Contable is alertly ready with the newest of fashiona.

The Arnold, Constable Centennial begins September 12th. It will set new selling records

UST as politicians are prone to "view with alarm," business concerns are frequently too eager to "point with pride. Arnold. Constable & Company, however, now celebrating their Centennial, have adroitly avoided the banality usually attendant in registering the "success" theme. In comparatively small space this New York department store has put across an appealing series of institutional insertions. The keynote is a history of fashion, executed with accuracy and without a trace of the tempting flippancy offered by the subject

Monosyllables, Etc.

Don't Be Afraid of Length If It's a Word the People Know

By Theodore Watson

MAN representing one of the big insurance companies was speaking before the advertising club. He was telling about some of the principles that govern the preparation of his company's booklets and folders.

Among other things, he said in substance: "We never use words of more than two syllables." This insurance company considered simplicity of so much importance in writing to the masses, that iron-clad rules of composition were laid down to assure this end.

We hear and read a great deal about using short words. "Make it simple—make it easy to understand -don't use long words." Now simplicity in advertising is much to be desired, of course, and rules are sometimes in order. But what copywriter is there who would not find his style fearfully cramped by such formula? Most copy-writers would regard such a rule as a hindrance to ${
m free}$ and forceful expression, even when selling to Sweeny.

So far so good. But what has been said is only personal opinion. What is the actual practice in word-selection of writers whose messages to Sweeny have got to get across? Do they use short words or long words, or mix 'em up, or what?

There is a group of writers whose obs are dependent entirely upon aving their writings clearly understood and appreciated. These are he editors of publications whose ollowers are strictly of the hoipolloi. Therefore the practices of hese men in word-selection should hrow considerable light on what's what in word-use.

Following up this excellent suggestion, let's first look at the ediorial columns of a leading Union abor publication. Our examination eveals some results that would oubtless startle our insurance riend. Here are a few of the words sed by the editor in his own deartment:

spectacle contradiction deliberately effectually commencement straightforwardness document

inspiration oppressed uninterrupted complacency paramount civilization international

None of these words can be said to be *short*. Now then, just read the following extracts from the editorial columns of the same publication:

"The spectacle presented by the Soviet representatives at the International Economic Conference, just concluded at Geneva, developed into no more than shoddy stage setting and bungling actors. Their entry to Geneva was intended to be spectacular.

"At the very beginning they compromised their position by expressing their willingness to enter into commercial treaties and understandings on an international scale endeavoring to prove their straightforwardness of purpose by referring to some such understandings entered into with capitalistic countries."

Sounds more like the *Atlantic Monthly* than a publication appealing to laboring men. Yet this particular publication is strong and has an enthusiastic following. Its articles are assuredly understood and appreciated.

Next let's turn to the editorial page of a metropolitan newspaper (a strong, popular newspaper) that has the distinction of practically a 100 per cent following among the "common people"—wage earners, clerks and small merchants—a simon-pure Sweeny audience if there ever was one.

Here is a list of words selected from five short editorials found in a single issue of this newspaper:

transportation eminent. subsistence optimistic conservative auspiciously abhorrent defective addlepated individual initiative authentic adequate conjectural interference disarmament phalanx astounding fearlessness inaugurated enthusiastically interrelated distinguished

Extracts from the editorials of ly used words are long words. They this newspaper reveal a high order have become familiar by repeated

of discrimination in word selection, force and expressiveness. Its editorials compare favorably to any writing to be found, devoted to current matters. Here are two examples:

"The criminal waste in production is such that before long transportation will starve for want of fuel and our country become the helpless victim of any enemy having petroleum.

"The prospect is enough to convert

"The prospect is enough to convert the most radical conservative to that most abhorrent species of socialism referred to as 'government in business,' such processes as 'private enterprise' and 'the individual initiative' threatening to put both business and the country on the road to ruin."

Nothing particularly "elementary" about this writing, is there?

One of the world's greatest columnists, a man who has probably the largest following in the country, though writing in a style remarkable for its simplicity, does not by any means confine his vocabulary to words of one and two syllables. In one day's column are to be found the following:

> alludes competition combining operating institutions comprising prosperous individual supervision

Evidently this man who can be credited with knowing his audience thoroughly and is not afraid to use polysyllabic words, if they are strongly expressive, and if they have a familiar look and sound to the reader.

Right there is the crux of the entire question of long and short words. If we want to be understood by the mass of the people, we must select words with which the people have an acquaintance, whether the words be long or short. The only worthwhile rule for word-selection is: does the word to be used have easy entrée into the consciousness of the masses?

The examples cited in previous paragraphs prove that many of our most easily comprehended and widely used words are long words. They have become familiar by repeated

[CONTINUED ON PAGE 89]

Applying the Scientific Test to Advertising Returns

By Roy Quinlan

President, The Quinlan Company, Chicago

RECENTLY the advertising manager of a large department store in Detroit made an address before the Association of National Advertisers, wherein he made the interesting statement that, "I doubt if an advertisement ever sold anything to anybody."

This statement is, of course, rather ridiculous in the face of the fact that there are hundreds of advertisers today spending millions annually on advertising who know to a penny the relative pulling power of various headlines—the comparative cost of buying new customers by one appeal versus another—and whose coupon returns furnish a definite measuring stick of the selling force of every advertisement they run.

There is, admittedly, a large volume of advertising appear-

ing in national publications today which is so utterly lacking in any power of persuasion, so lacking in even the elements of good salesmanship, that it is doubtful if these particular advertisements will ever sell "anything to anybody."

On the other hand, there is an increasing host of advertisers who test their advertising as carefully, as scientifically as their product is tested in the chemical or engineering laboratories; advertisers who test one appeal against another, who check the effectiveness of one headline against another, who know definitely which mediums are paying them and which are not, and by means of continuous tests in small circulation before releasing copy on an extensive scale, eliminate the non-productive ads and multiply the circulation of the "haymakers."

Personally, I want to register the belief that there are still too many people in the advertising business thinking soulfully of the aesthetic value of an advertisement, instead of its supply of two-fisted salesman-



ship-in-print. Too many advertising men put the "cart before the horse" by fitting copy to a beautiful scheme of layout, rather than vice-versa.

Perhaps the trouble is that there are more people with a "literary bent" writing advertising than there are practical salesmen-in-print; too few men who have received their advertising education from the hard school of mail order and medical advertising where copy is measured by the cold standard of direct sales, rather than some mysterious, esoteric impression it may have made.

ET me illustrate by one or two instances.

As I write this I have in front of me a single advertisement, run once in a national weekly, that created direct sales amounting to over \$1,000.000.

The interesting point to me about this particular advertisement is not alone the unusual returns that it brought, but the fact that the pulling power was carefully *pre-tested* at low cost before it was run nationally at a single insertion cost of \$15,000.

This advertiser recently embarked in a new field with a specialty which could not be sold effectively through his existing dealer organization. The problem was to sell one or two men in each principal city or town on the idea of starting a new business, a business requiring a working capital of \$5,000 to \$50,000, depending on the size of the community served.

Due to anticipated competition, the advertiser decided that it was wise to secure a large organization of dealers, scattered from one end of the country to the other in as short a period of time as possible. Instead of turning his sales force of forty men loose to dig up prospects, this manufacturer hoped through the right type of advertising to attract a

large volume of interested inquiries from men so equipped from the standpoint of experience, ability and capital as to be considered logical prospects, worthy of the time and expense required for a salesman's personal presentation. Three full-page newspaper advertisements were prepared, identical in general text and differing only in the fact that each had a different approach in the major headline and sub-head. Each of these advertisements had a separate key number in the address.

These three pieces of copy were inserted in three Sunday newspapers, each with approximately the same circulation. The test cities selected were all of medium size, where the cost of newspaper space was low, and where the general economic conditions were similar. The cost of the test was approximately \$3,300.

One of the pages with a headline which the advertiser liked least, produced over four times the number of live inquiries that the next page (in order to cost per inquiry) brought in.

[CONTINUED ON PAGE 52]

THE · EDITORIAL · PAGE

Behind a Grocery Trade Statistic

THE 1927 Hawaiian pineapple pack will total approximately 216,000,000 cans, according to reliable reports. The value of this crop will be more than \$35,000,000.

Looked at as a grocery trade statistic, this may not seem very significant. But looked at as an advertising accomplishment, it furnishes remarkably clean-cut

proof of the power of advertising.

Twenty years ago Hawaiian pineapple was practically unknown in the continental United States. An association of pineapple growers was formed and they launched a modest advertising campaign. They had a good product. They advertised it intelligently and backed their advertising with effective sales work. And they made a place for themselves on the pantry shelf of America alongside of Royal Baking Powder, Heinz Baked Beans, H-O, and many other old standbys.

Today more pineapples are produced in Hawaii than in all the rest of the world together. Most of the canned portion of the crop is consumed in the United States and Canada, though the trade is now being extended to other countries. Without advertising, the conquering of this great American market and the spreading out of this crop so that its cultivation now requires nearly fifty thousand acres, would not have been possible in

fifty years.

Even a moderate advertising expenditure, skilfully used, not only buys a market but it buys time as well.

Why Architects Don't Advertise

THE American Institute of Architects has drafted a new code of ethics, one of the nine "canons" of which reads in part:

"An architect will not advertise for the purpose of self-laudatory publicity, but publicity of the standards, aims and progress of the profession is to be commended."

So far as we know, no advertiser in any line advertises "for the purpose of self-laudatory publicity." vertising is generally done for the honest purpose of

selling the goods or service one has to offer.

This architectural "canon" throws an interesting light on this whole question of professional advertising in its confusion of publicity with advertising. The real trouble is that, failing to differentiate between straightforward advertising of a character that any professional man or firm could do in the best of taste and with all proper modesty, and laudatory "publicity," professional men are prone to assume a holier-than-thou attitude toward legitimate paid advertising while pulling all the wires they can to secure "laudatory publicity" free and without the "self" showing through.

To be more specific, an architect might with perfect propriety publish in paid advertising space a page showing the residence of Mrs. B. Stuyvesant Cabot, or a picture of the Village Hall at Greenfield, and under it a simple description of the building and his name as architect. That would be a perfectly proper and a rather effective advertisement—a sample of his professional skill. But it is more professional, seemingly, to get this same picture and information (though more laudatory if possible) into the same publication in a roundabout way (over the editor's desk) without paying for it.

The Auto Again Shows the Way

 ${f I}^{
m T}$ is now part of our industrial history that the automobile industry set a great example, followed by striking results, in making all automobile improvements open to all makers. It has put the automobile so far ahead of other industries that most of them look like backnumbers. The aeroplane has now also adopted the automobile scheme of cross-licensing, thus insuring the rapid development of the aeroplane industry.

But the automobile has now taken a new step of great significance. The largest market development for American cars is now in foreign countries; but being faced with violent opposition from foreign automobile makers, the American Automobile Chamber of Commerce has just concluded an agreement on policy with motor manufacturers of Britain, France, and Scandinavian countries. They will unitedly develop the roads of the respective countries and also exchange information. The car makers will cooperate to put motor transport within reach of more people, and make it more useful and usable. Thus both will grow rich. This policy is not to be for Europe alone, but for backward countries also, where cars are exported.

Certainly the new policy is wise for the foreign makers, for while American car sales to England doubled in the first half of 1927—despite a 33 1 3 per cent tariff—British-made car sales shrank considerably.

American cars are now sold in ninety-three countries of the world, and if the foreign car makers will heartily espouse this far-sighted new policy, the motorization of the world will proceed apace, and reduce the enormous difference now existing, with America owning 88 per cent of the world's cars.

Social Prestige for the Hot Dog

WHEN Mrs. John D. Rockefeller, Jr., donated \$5,000 as a prize for the most artistically designed hot dog stand, the cynic may well smile at the bountiful lady's sense of humor. But when the president of Alfred Gobel, Inc., one of the largest of the wurst manufacturers, offers an additional \$10,000 for the same purpose, one sees in the action the well-considered step of a forward-looking business man. The small stand, particularly the roadside stand, is assuming increasing importance in modern distribution. It stands sorely in need of any cooperation the large manufacturer can give and should eventually repay such aid most generously. Some interesting sidelights on the situation are presented in a series of articles by H. A. Haring (Advertising & Selling, April 21, May 5, August 11, 1926).

The Long Wait for Sales

Why the Advertiser of Package Goods Should Not Expect Immediate Results

By S. H. Giellerup

Wanted" advertisement in the paper Sunday, you will receive scores of replies on Monday, more on Tuesday, and one or two stragglers on Wednesday.

That, however, will be all. Three days after that ad appears its potency will have been spent. In three days you can count up the number of worth while applicants and know with mathematical exactness your advertisement's effect.

When effect follows cause with such rapidity, there is little chance of the effort being misjudged; no likelihood of merit going unnoticed, of error remaining undetected. Your department store advertises today, and tomorrow figures profit or loss. Your brush manufacturer sends out a canvasser on Monday and by Saturday enters the trip either in red figures or in black. Each proceeds with celerity and assurance in the direction indicated by the results, because those results are immediate and unmistaka-

Contrast the foregoing examples with that of a certain manufacturer of package goods who advertised once a week for twenty-five weeks. He thereupon decided that the twenty-fifth advertisement must be better than any of the others because sales during the twenty-fifth week were greater than during any of the other weeks.

This actual but rather ridiculous incident is not to be taken as any reflection on package goods manufacturers. The only reason they are likely to be wrong more frequently than other advertisers is because

NUMBER of packages purehased during the year by customers gained in successive months:

Assuming that a customer buys several packages every twelve months, her purchases for the year will vary according to how early or late in the year she became a customer. In this example the purchaser buys one package a month.

		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
JAN	111	Ø	B	Û	Ū	Û	Û	₿	Ð	8	Ð	Î	B
FEB	101		B	Û	8	9	B	Ü	Ü	Ð	ŧ	Û	B
MAR	91			Θ	θ	Û	8	ð	Û	Ü	Ð	Ê	В
APR	81				Ð	ð	Û	Û	8	8	Û	B	H
MAY	71					Ĥ	Û	Ð	Û	Ð	B	Ū	ď
JUN	61						Ü	Ü	Û	Ð	Û	Û	f
JUL	5½							8	Û	Û	$\hat{\mathbf{B}}$	Û	Ħ
AUG	$4^{\frac{1}{\xi}}$								Ħ	Û	Ð	Û	0
SEP	31									Û	8	Û	Ø
OCT	21/2										B	Ð	9
NOV	11											Û	Ė
DEC	12												ŧ
	72	1	FULL	YEAR!	5 PURG	HASES	BY 12	CUSTO	MERS	MOULD	DE 1	44~	

The final month is credited with only ½ a sale as the chances are even that the customer makes her purchases during the first or second half of the month. A purchase is not complete until the package has been consumed, hence only half the December purchases will be completed before January.

their problem is more difficult, principally for the reason that the gap between advertising and sales is so extraordinarily long. This one condition multiplies the hazards in the way of properly judging campaigns. It leads the manufacturer to praise advertising that robs his profits, to condemn advertising that fattens profits. It tricks him into all sorts of fallacious opinions, and hides from him frequently the vastly important fact that his advertising is so profitable he ought to borrow the money to increase it.

But how, you ask, could anyone be *mistaken* about the progress of his own business? If the advertising is good, sales will increase; if bad, they will decrease—and where is the manufacturer so stupid as not to know? Why aren't my year's sales an *infallible* gauge of my year's advertising?

It is quite easy to be mistaken about the progress of a package business, because when you examine the underlying conditions you will see that usually your current year's advertising has little to do with current year's sales.

In this and succeeding articles, I shall attempt to bring to your attention the causes for this; to explain why money spent to advertise a small-unit, frequent-purchase package does not bear fruit immediately; to point out, if I can, the circumstances to be considered before dubbing a campaign a winner or a loser.

Twenty-five years ago two makers of dentifrice each inserted an advertisement. Today some of those who read the advertisements are still buying the dentifrices. There, in

that instance, was a spread of a quarter century between cause and effect, between advertising and sales.

That is the spectacular side of the situation. There are other aspects not so romantic but quite as important, circumstances which also widen the gap. There are four of these of major consequence. First is the loss of time while publications are in process of being read. Second is the time lost by the trade in getting itself accustomed to changes in the rate of sale. Third is the delay caused by dividing the year's adver-

BRUCE BARTON

ROY S. DURSTINE BD ALEX F. OSBORN



BARTON, DURSTINE & OSBORN

${ m A}$ n advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews I. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn I. Davis Danforth Webster David Clarence Davis Rowland Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias

G. G. Flory K. D. Frankenstein B. E. Giffen Geo. F. Gouge Louis F. Grant E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Carolyn T. March Elmer Mason Thomas E. Maytham

Frank J. McCullough Frank W. McGuirk Allyn B. McIntire Walter G. Miller Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty Mary Scanlan Paul I. Senft Irene Smith I. Burton Stevens William M. Strong A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler George W. Winter C. S. Woolley J. H. Wright

New York: 383 MADISON AVENUE

Boston: 30 Newbury Street



Buffalo: 220 DELAWARE AVENUE

Member American Association of Advertising Agencies Member Audit Bureau of Circulations Member National Outdoor Advertising Bureau

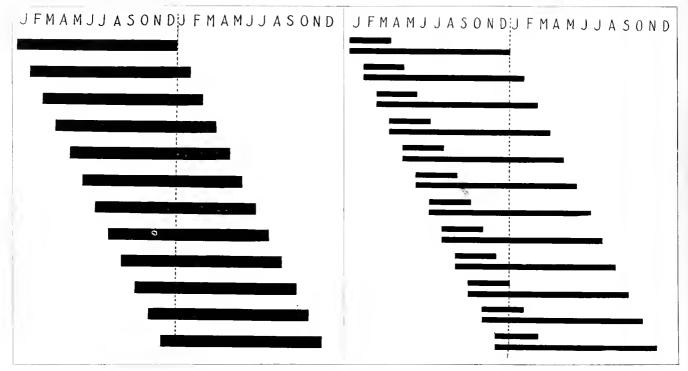


Chart B

tising into monthly installments, and fourth is the long period while the customers created live out their span of preference for your brand.

You know, for instance, that magazines are not bought the day they appear on the newsstand. Some remain there for a month. And your advertisement can't be seen until the magazine is bought. Even after it is bought, the ad may not be seen for some time. Few people read a magazine from cover to cover in one evening. Months may pass before the eyes of many readers fall on the page where your message is printed.

AVE you ever reflected on the extent to which this condition delays action? Do you realize how long it will be before your July advertisements, let us say, will appear before the eyes of all the people who will eventually read them?

There is much statistical evidence to show the extent of the delay. Refer to page 27 of the September 9, 1925, issue of ADVERTISING & SELLING, upon which appears a table showing the period over which reading occurs as indicated by the receipt of inquiries.

Thirty days after a monthly magazine has been issued, your advertisement is only half read. Just as many people will act on it after that period as during it. I remember one magazine page that produced inquiries steadily for over a year. For six months there wasn't a day when somebody's response did not come in. The analysis of inquiries by several authorities, analysis that is

easily checked up, shows that a monthly produces half its returns the first month and half the remainder each month for the next four or five. This is how that condition postpones your results:

In January only fifty per cent of a month's reading is due in the future, but by the time May is reached approximately one hundred per cent of a month's reading is in Results Receivable. Of course, if you advertise in weeklies, the initial delay won't be so long, and if in newspapers, very much shorter. But many package manufacturers favor monthly magazines, and to these comes the first of a series of postponements which throw the year's advertising all out of mesh with the year's sales.

The second delay is due to the advertiser's separation from the ultimate consumer. Increased consumer buying, unless it be phenomenal, does not usually show up in the advertiser's sales as soon as it occurs. There is an interval while retailers become aware of the increased demand. Perhaps two or three weeks pass before they notice that the number of packages they have been in the habit of ordering are not enough to maintain their stock.

Your average storekeeper, let us say, is in the habit of buying about a dozen packages of your brand a

Chart C

month. He doesn't wait until he is all out of stock before ordering; he keeps half a dozen always on hand. A fifteen per cent increase in demand will reduce that surplus to four packages by the end of the month, and your storekeeper, even if he notices the difference, is likely to ignore it.

Something of the same sort happens with wholesalers. The increase in retailer buying is usually so gradual that several weeks pass before they realize that they too will have to boost their periodic purchases.

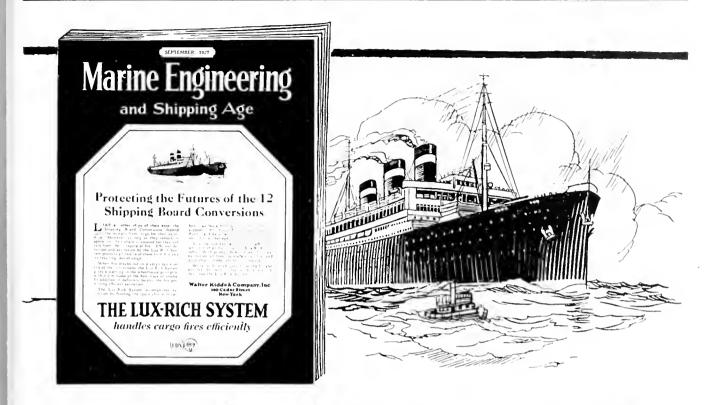
Of course, quite frequently the advertiser does something just prior to this which befogs results considerably more. He makes a drive on the trade, urging them to stock up preparatory to the increased demand. Most of the time the trade stocks up quite heavily. Then it takes longer for retailers and wholesalers to reflect the public's action in their orders to the advertiser.

So far, then, we have one month lost while magazines are being read, and four to six weeks probably while the trade adjusts itself to the change in consumer demand.

An even greater delay, however, comes from a third cause and postpones the effect of your intensified efforts several months more.

This third postponement is the result of the manner in which men and women buy most packaged goods. Having decided on a brand, they keep on buying it for comparatively long periods. Of course, I am

[CONTINUED ON PAGE 64]



The Subscribers Who Count Are Those Who Represent Buying Power

THE leadership of Marine Engineering and Shipping Age stands pre-eminent in the marine industry regardless of the yards tick used. This publication comes closer to 100% coverage of the buying power of the marine industry than is shown by the published circulation statement of any other marine publication in this country.

Your 1928 sales program should include an adequate advertising campaign in *Marine Engineering*

and Shipping Age, thus placing your message each month before the men who are the buying power in the three branches of the marine industry—ship operation, shipbuilding and ship repair.

And your sales staff should have the benefit of the timely information regarding bids, contracts awarded and marine projects planned, contained in the Bulletin of Advance Information, published weekly and mailed each Friday to advertisers only.

Simmons-Boardman Publishing Company, 30 Church St., New York.

"The House of Transportation"

Chicago: 105 West Adams Street Cleveland; 6007 Euclid Avenue Washington, D. C.; 17th and II Streets, N.W. New Orleans, Mandeville, La. San Francisco: 74 New Montgomery Street London; 34 Victoria Street, S.W.I

Marine Engineering and Shipping Age

A Member of the Audit Bureau of Circulations and the Associated Business Papers, Inc.

"Ten Cents Worth of Cigarettes, Please"

By Dwight Power

ID you ever hear a man go into a tobacco shop and ask for "a package of cigarettes"?

Did you ever ask a man what cigarette he smoked and have him answer, "I don't really know. I'll look at the package and see."

And yet that is the way women buy food today in spite of the huge volume of money spent every year to make them behave themselves and say "Zu Zu" to the grocer.

Each month I am fascinated by the beautiful ham advertising but I listen in vain to hear a woman ask my butcher for ham by brand name.

Occasionally I do hear one say: "What kind of hams do you carry?" But then my hopes are dashed when I see her accept willingly an unadvertised ham. A smile and a word from the grocer and hundreds of dollars of advertising are thrown out of the door.

I have waited a long time in a grocery store before I heard a woman ask for bread by brand name. An investigation made in Baltimore and Chicago about two years ago showed that somewhat less than twenty per cent of the women asked for bread by brand. The proportion has probably increased since then. But the average housewife is spending from fifty to one hundred dollars a year on bread. She eats it three times a day. Doesn't she care what she gets?

Copy writers say that the trouble is standardization. Among the big competitive products there is so little difference in production methods and ingredients that it is impossible to dramatize any point of differentia-



tion and make a convincing story.

Each month the magazines are filled with strangely similar exclamations of joy over the flavor of sun-ripened fruits and vegetables and crisp golden grains and pure delicious jellies and cooking fats—all of which are not only good but good for you. And the blithely unconscious housewife walks unscathed through this bombardment of millions of dollars to take whatever that smiling grocer hands her. Or she chooses the brand that will save her a few cents.

AN we hope for more? Can we make women find a difference in brands if the difference is not apparent?

Well, how about the cigarettes? Is there such a whale of a difference there? If you are looking for a new parlor game, try this. See if your friends can pick their favorite cigarette from five or six kinds, smoking them all blindfolded. One out of ten, maybe.*

Nevertheless, cigarette advertising has succeeded in convincing 100 per cent of the men that the difference is there. And food advertising has failed in attempting the same thing. Is there an obvious reason? We are going to make some wild guesses.

Perhaps men are more easily influenced than women. But women can be reached. They buy face powder and soap and cold cream by name. Perhaps men can be influenced by cold type, and women respond better to suggestions combined with personality. That may be the reason testimonial advertising is

so successful with women.

When Dorothy Parker was asked the age of Ernest Hemingway, the author of "The Sun Also Rises," she answered, "But all novelists are either 27 or Thomas Hardy. A similar indictment could be made against advertising writers—they are all men or Sarah Field Splint.

This, then, is my last and best Food advertising fails because it is based on the assumption that housewives feel the same joy in food that men (including women copy writers) or domestic science experts feel. And as a housewife I protest. The life-like chocolate cake with the frosting ready to run right down over the headline makes the advertiser and the advertising manager and the account executive and the copy chief all exclaim, "Great stuff!" and run and get their hats and go to lunch. But what does it do to mama?

*This test was originated by John B. Watson, of the J. Walter Thompson Co. A report of it was given in the J. Walter Thompson News Bulletin, July, 1922.

[CONTINUED ON PAGE 48]

VHY

asked the account executive change horses

in the middle of the stream?

XZE've used the same list for several years on this account," said the agency executive. "It seems to do the work. The advertiser shows a small gain each year in new business in the New York market. I don't see why we shouldn't stick to this list. Why change horses in the middle of the stream?"

Success is conservative, and rightly so. Proven methods and proven media should not be abandoned unless obviously better are available.

1,000,000

800,000

600,000

400.000

200,000

Why change horses in the middle of the stream? As far as the use of New York newspapers is concerned, this question has two answers:

I – The stream is not what it was!

The strongest media of a few years ago are not the strongest media of today. Life has changed. Times have changed. Manners, customs and values have changed. The new prosperity of the mass population has created immense new markets for every sort of commodity. Price barriers are down. More leisure with more money makes different interests, different habits.

There is no longer a middle to the stream for any business. The stream flows on unendingly, swifter, deeper, more capricious than ever before.

Present day marketing has new requirements, as has present day adver-

> Comparative sizes of circulations of New York papers are

> > shown on this chart,

tising. Change is the rule rather than the exception. And present day advertising, particularly in New York, must meet changed conditions and changed audiences with media that meets the changes and the audience.

II—There is a better horse available

The eight year old News is today a giant among New York media. With two or more times the circulation of any New York paper except one, it more nearly covers the New York market than the next two largest papers combined. Its circulation of more than 1,200,000 copies daily -(94% concentrated in city and suburbs) is the largest single advertising force in the market, reaching approximately 70% of the families. It is a big medium that does the work of several smaller media-more comprehensively, more thoroughly, more economically. It reaches more kinds of people than any other newspaper, and more of each kind.

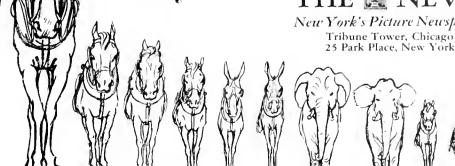
And it works more efficiently. It not only reaches more people ,but more eyes and minds. The small page gives visibility to even small advertisements. And the small paper that can be thoroughly read within the limits of the reader's time insures the advertisement's getting to readers. It cuts down advertising waste, increases advertising's productivity.

When more than 1,200,000 newspaper buyers prefer one paper, that paper must be an outstanding advertising medium. And it is.

When may we tell you more about it?

THE 💹 NEWS

New York's Picture Newspaper Tribune Tower, Chicago



Who Pays for the Advertising?

Rhey T. Snodgrass

Advertising Manager, Minneapolis Journal

forty towns within his terri-Ltory and out of them gets a volume of \$100,000 in a year. On this business his house makes a profit of \$10,000. For the following year the house furnishes him an automobile. In this car he keeps within the same territorial limits but is able to make eighty towns and obtain a volume of \$150,000 within the year. On this business the house makes a profit of \$17,000. Who pays for the car?

In Pittsburgh a man named Heinz had a little pickle shop. He made good pickles and a poor living. Believing that his goods were worthy of a wider market, he advertised them. In a few years he had a large trade. In a few more years he had an enormous worldwide trade. He died a millionaire and one of the country's greatest manufacturers. His goods were in daily competition with those of other manufacturers who did not advertise. Who paid for Heinz's advertising?

Down in North Carolina there is a town called Winston-Salem. Never heard of it. In that town was a tobacco manufacturer named R. J. Reynolds. Never heard of him either. Among his various lines was a brand of smoking tobacco which just happened to be called Prince Albert. It was good tobacco. Mr. Reynolds thought it was good enough to sell everywhere in the open market against the brands of the tobacco giants. And so he advertised and told the world about it. Prince Albert tobacco, advertised, was fully as good as the former obscure product. The price remained the same. A worldwide trade was built up. In fact, when Uncle Sam in wartime called for the records of tobacco production, Prince Albert tonnage exceeded all other brands of smoking tobaccos packed in tin combined. Who paid for the advertising?

About fifteen years ago, the American Telephone & Telegraph Company, which is the parent com-

TRAVELING salesman covers pany of the Bell system, entered into a campaign of advertising which is commonly regarded as the pioneer of so-called institutional campaigns. One purpose of this campaign was to develop more traffic over the long distance lines, which had always been operated at a heavy loss. In less than two years of advertising, these lines were showing a substantial operating profit. There were other objects, and other benefits of this campaign, which, by the way, is still running. But if the total cost of the campaign were assessed against the long distance lines, without any reference to the other benefits, the enterprise would have proved more than profitable. Who paid for the advertising?

> SUPPOSE the consumer pays for the advertising. If this be true, then the price which he pays for a given value in merchandise must be higher than he would pay if that merchandise were not advertised. If the price were just the same, then unadvertised value must be greater than the advertised value. Is this the case? You remember the celebrated Ingersoll dollar watch, of which some thirty or forty million had been sold at the time the war jostled the manufacturing cost of all of our goods. Where could you get a better watch for a dollar? Where could you get as good a watch for less than a dollar?

> You may consider as many advertised brands of goods as you will take time to consider. You might find here and there an apparent or temporary contradiction; but in almost all cases, certainly enough to thoroughly establish the rule, you will find in the advertised goods better service for the same money or the same service for less money than you will find among the nonadvertisers.

> Certainly, therefore, the advertising does not cost the consumer money. Now suppose it costs the advertiser money. If this were true, then the prosperous business would be the non-advertiser—the one whose resources were saved instead of spent. And the more money

a business put into advertising, the poorer it would become. This, of course, is too ridiculous for serious contemplation, because it is contrary to all the history of American business, whether manufacturing, wholesaling, or retailing. Since, therefore, both of these suppositions are clearly contrary to fact, then the money for advertising must have some original source other than from the pocketbook of the advertiser or the consumer.

Here are two shoe stores on the same street, side by side. They are alike in size, general appearance, general character of stock, and general conduct of business. They give equal values to their customers per dollar of sales. Both are doing a fair business, but neither one has been advertising. After a while, one of these shoe merchants enters upon a regular, consistent campaign of advertising in his daily newspaper. You know exactly what happens. The advertised store not only develops trade from customers who have not been patronizing either store, but also absorbs a considerable share of the volume from the nonadvertised store. The one becomes a fine, growing, profitable business. The other loses ground, loses money and probably ultimately fails. Who pays for the advertising?

ROM these several questions, round these several asked in reference to several commonly observed business experiences, it is clear that the real and original source from which money for advertising is derived is not the purse of either party to the transaction of buying and selling. The money comes from volume. This is a very definite and tangible source. As long as a merchant or manufacturer can keep increasing his volume without a proportionate increase in his fixed expenses, he is not only adding profits, but increasing his percentage of profit. This is common economic law.

Well, where does the increased volume come from? It may come from one or more of many sources, but there are four principal ones.

1. Direct Competitors. By this is [CONTINUED ON PAGE 84]

Portions of an address delivered before the Twelfth Annual Convention of the Financial Advertisers Association, West Baden, Ind.



No Need to Apologize For Alliteration's Odor, Mr. Heywood!

By Warren E. Kraft

Vice-President, Honig-Cooper Company, Seattle, Wash.

"A LLITERATION," says Johnson Heywood in an otherwise outstanding article on "Figures of Speech" in Advertising AND SELLING, "seems to be in bad odor, perhaps because used so generously in circus advertising."

True enough, as far as text-book traditions are concerned. But is it the whole truth, in view of the best current practice? Let us see!

Please understand me. I have no brief to present for such phrases as "Mamie the Marvelous Maid Who Amazes With Her Magic, Mystical Mind." Granted—the halitosis that Mr. Heywood imputes to circus blazonry is deep-seated there, and not so insidious, either. Nor do I rise to champion even such a lesser-offending mouthful as "Love's Labor Lost," although something might be said in its favor.

Now, in spite of this confession, I maintain, and hereby publicly propound, that one of the copy-writer's most effective tools is alliteration. IF ... If ... used subtly.

Furthermore, a little later in this article 1 am going to explain a very definite principle of making alliteration effective and subtle. It is a principle I have used in copy work for fourteen years, have observed in the writing of many others engaged in our craft, and yet have never seen sponsored in text book or business paper article.

Before we get to that point, however, let us examine the works of leading copy-writers, and see if alliteration as we commonly understand it, is not in more widespread use than Mr. Heywood prefers to admit. Book titles, captions, epigrams, headings, memorable phrases, forceful text, slogans—these are the haunts of the effective copy device; for they are the handles by which the public is able to grasp and retain the distilled essence of thought. And when copy is credited with building cash good will assets, look to the handle—the title, the slogan. This is the part that has come to stand for

the whole in the eyes of the public.

Looking at best-selling books of this and previous years, written by men who are credited with a knowledge of copy, we find many examples of alliteration, among which are: "The Book Nobody Knows," "The Man Nobody Knows," "The Man From Maine," "Letters From a Self-Made Merchant to His Son," "From Immigrant to Inventor."

One of our best-selling automobiles uses the slogan, "When Better Cars Are Built, Buick Will Build Them." General Motors is not ashamed of alliteration—nor ashamed of its sales!

THE fact is, the human family instinctively rallies around the right kind of alliteration. Consider: "Remember the Maine!" "Fifty-Four Forty or Fight!" "World War," "Liberty Loan," "Watchful Waiting," "Taxation Without Representation ls Tyranny," "Far Beyond Our Poor Power To Add Or Detract," "Save the Surface and You Save All," "When a Feller Needs a Friend." "Polly and Her Pals," "Dumb Dora," "Flying Fool," "Lucky Lindbergh," "Woodrow Wilson," "Calvin Coolidge," "Manassa Mauler," "It's the Cut of Your Clothes that Counts," "Shake Hands with Health," "Not a Cough in a Carload," "From Contented Cows," "That's the Insidious Thing About it," and "Paper Is Part of the Picture.'

Let us suppose that you are writing an advertisement. You have learned through experience that copy should be a vehicle to impress the reader—not necessarily to express yourself. The skeleton must not stick through. You have been told that the test of a good sermon is not that the listeners go away saying, "What a fine sermon!" but that they individually feel, "I am going to lead a better life!" You have likewise been warned that an advertisement should leave no taste of technique, but that it should make the reader say, "I want that product!"

Mr. Heywood no doubt would point out that old-time circus alliteration, typographically and vocally obvious to the point of being offensive, simply called attention to itself as a technique, and detracted attention from the thought, if any, that was meant to be conveyed. Granted!

Modern, skillful use of alliteration, however, does nothing of the kind. It speeds the message, the thought, because it makes it easier to read and to remember. And anything that speeds thought must be given proper recognition by the advertising profession.

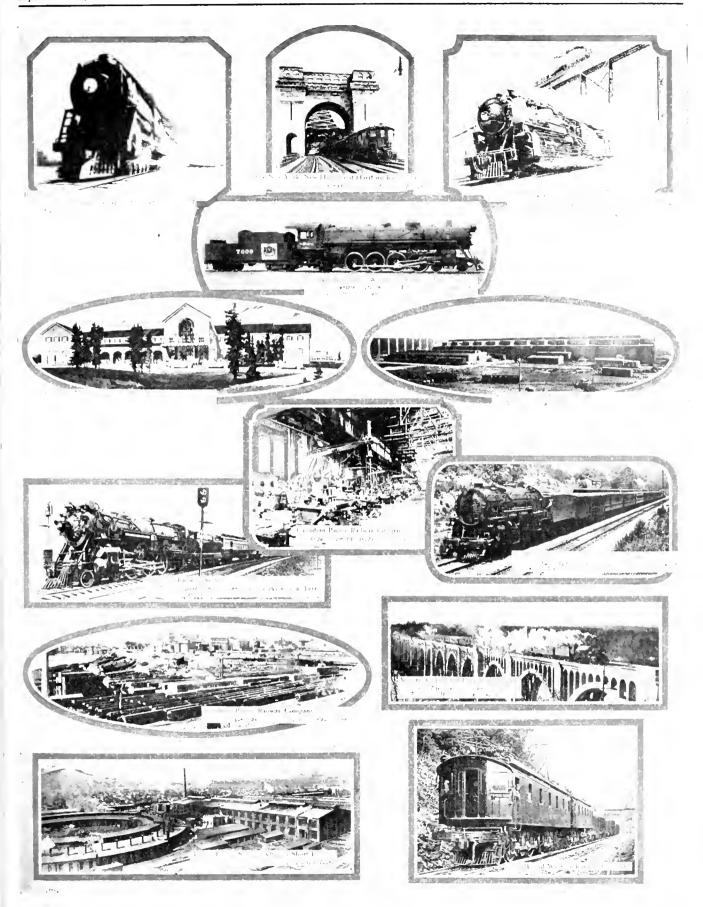
Thought can never be divorced from technique. The bridge on which you enter the reader's heart is built on technique, or surely one advertisement would be as appealing as another.

The test of alliteration, then, as a copy tool, should be: "Can it be used to make thought more compelling, and can it be used without the layman being conscious of its use?" Emphatically, yes. The answer to both questions is, restraint.

You ask, "What is effective copy?" One answer is, "Copy that is easily read and copy that creates a definite picture—a vivid picture—in the reader's mind." The vivid picture is obtained by use of several rhetorical devices: the specific example, the metaphor (without doubt the most valuable tool in copy-writing), the simile, onomatopoeia, use of numerical figures and proper nouns. There are also many devices to help bring about ease of reading: sentence arrangement, reasoning from the known to the unknown, typographical display ... and alliteration.

A LLITERATION gives the depth of an echo to copy. Alliteration lends to mere words that touch of genius marked by the "refrain" in music. Alliteration is like the marked measure of dancing. Alliteration is rhythm. And rhythm is the basis of every art.

[CONTINUED ON PAGE 57]



These illustrations represent just a few of the important railroads of the United States which are subscribers to The Iron Age. The complete list includes practically every road op-

erating 500 or more miles of track. Which simply shows that this big industry also finds an authoritative and dependable metal trades paper of value in the conduct of its business.

"We See the Blotters Everywhere"

By Frederick C. Heitkamp

THENEVER we send out a major piece of direct mail advertising, a blotter is inclosed with At our periodic sales meetings our field men bring up for discussion the questions of direct mail advertising, and many ideas are presented which are helpful in improving this phase of sales promotion work. The question is invariably put to them: "Do you believe that the right prospects are receiving our direct mail advertising?" Sometimes the answer is favorable and sometimes there is room for distinct improvement. When the blotter guestion is brought up, the answer usually is, "We see the blotters everywhere.'

We are sold on the use of blotters for direct mail advertising. After attending direct mail advertising conventions and listening to arguments pro and con with regard to the use of blotters, we confess that we were still somewhat at a loss as to know what to do. However, the best way to test out a particular method or scheme of work in your own field is to try it, and this we did. We heard that everyone sent out blotters, that it

was not dignified, that it cheapened the company, that blotters looked gaudy, that there was only one right size which could be used, and that, in short, money spent on blotters was money wasted.

On the other hand, we were seeking some particular method whereby our name and our products could remain permanently in front of the prospect. We had thought about the souvenir idea, paper weights, calendars, desk pads, and the thousand and one other schemes that come up and are to a certain extent used successfully. But we fell back to our blotters.

We adopted the size $5\frac{1}{2}$ x $3\frac{1}{4}$ chiefly because blotters of this size had appealed to us, both from their makeup and convenience. Much has been said about the use of the blotter about twice this size, or one

PISTONS-DOES WORK OF SIX MACHINES

PISTONS-DOES WORK OF SIX MACHINES

WEEKASES VALVE PRODUCTION 600%

MING BOLTS-SPOILAGE 10% NOW 1%

SINCERPORTS OF SIX MACHINES

CINCINNO SIX MACHINES

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which fit a No. 10 envelope, but so far, we are satisfied with the size which has been adopted.

The illustration which accompanies this article shows three examples of the numerous blotters which we have prepared Of course, the color does not stand out here, but in each case the color has been varied from a brilliant pleasing scarlet, down to a pale blue, with orange, green, yellow and dark blue between.

Each particular piece carries a special message; one single central idea. For instance, on one of the blotters we have emphasized the dividends which can be paid by a very productive machine, and give a few examples, or suggestions as to what type of work can be put on the machine with profit.

Another deals with the accuracy of the product, and a third takes up

the question of service. This one presents some new ideas and also features the working capacity of our plant. And so, from blotter to blotter a brief message is presented. Care has been taken to have the art work and layout attractive. The copy has been written with the distinct purpose of securing a favorable reaction. The quality of the blotter is the best that can be obtained.

The distribution of these blotters, it might be said, costs nothing, for we found that our first class direct mail advertising material did not quite consume the 2c. rate, and by sending a blotter along we really mail it free.

Do blotters have real value? It is always hard to put an accurate measure on any sort of advertising, but we have made it a practice to keep a record of comments on our direct mail advertising in what we call our "comment record hook." Taking a few of these comments at random, I quote here some of the statements from our men in the field, giving their point of view on the value of these blotters to them.

This one comes from the Pacific Coast:

Just a note to tell you that the writer notices a great many of the little Milling Machine Company blotters that go out with your direct mail advertising on the desks of the various executives. It is certain that your material is reaching the right people you are after.

From New York and from the plant of a customer to whom we have been trying to sell our products for a long time, comes this report:

When we were at the — Company, Mr. — picked up from his desk one of your blotters showing the plant. During a discussion of details in which I was trying to impress upon him that we always assume the responsibility for successful operations of our product, Mr. — stated he could believe that any company that had a plant like that (referring to the blotter) could not have grown to that size, had they not continued their interest in the equipment which they sold, after delivering it to the customer. In this case the blotter carried over the main idea that we wanted to put over, and at the crucial time in the sale helped turn the tide in our favor.

Another report from one of the field men says:

[CONTINUED ON PAGE 68]

First in Food Lineage

~and One Reason Why

THE daily "Home Page" pictured below is one reason for The Press' dominance in food and grocery lineage. More women read this page than any other published in Cleveland.



PRACTICALLY every food product sold in Cleveland was advertised in The Press in the first seven months of 1927. No other Cleveland daily and Sunday newspaper published in seven days as much food lineage for local advertisers, or for national advertisers, as The Press did in its six week-day issues.

Here are the figures, expressed in lines, for the first seven months of 1927:

I	Local	National
PRESS23	4,505	416,453
D. PLAIN DEALER12	23,454	211,988
S. PLAIN DEALER 1	9,327	66,714
D. & S. P. D14	2,781	278,702
Daily NEWS14		279,422
Sunday NEWS 1	0,732	22,182
D. & S. NEWS15	8,394	301,604

Figures compiled by The Advertising Record Co., Chicago, III.

The Press published 32% (76,111 lines) more LOCAL grocery advertising in six days than its nearest competitor published in seven days.

The Press published 27% (114,849 lines) more NATIONAL grocery advertising in six days than its nearest competitor published in seven days.

The Press published 29% (190,948 lines) more TOTAL grocery advertising in six days than its nearest competitor published in seven days.

The Press is Cleveland's FIRST Advertising Buy. For every product.

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroit · San Francisco



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago Seattle · Los Angeles · Portland

LARGEST IN OHIO

The 8pt. Page Odds Bodkins

HE Century has earned its letters! This afternoon when I entered the train gate at Grand Central and walked down the carpet toward the third section of this national-institution-on-wheels, I became aware instantly of something new. On the rear rail of the observation car hung a sign spelling out in burning letters:

20TH CENTURY LIMITED

"How long," said I, addressing the rear-end trainman, and pointing to the electric sign, "how long has the Century been carrying this?"

"This is the first trip," he replied, surveying the glowing letters with what seemed to me a reflecting glow of pride.

I glanced at the rear platforms of the other two sections. All proudly bore their new electric name plates.

"Very good," said I. "The Century has served faithfully for a quarter century; it has earned its letters of light."

This evening for several hours I sat out on the observation platform and watched hundreds of miles of people salute the train's new signs as we sped through upper New York State.

Farmers and farmers' wives, tramps and track-walkers, towermen and station agents, automobilists at grade crossings—all followed the receding train with their eyes, many of them plucking their companions by the sleeve and pointing to the Century's proud new signs, glowing cheerfully in the dusk.

When we stopped at Syracuse, and I could see clearly the features of the New York Central men who handle the Century at that point, switching off its diner and grooming it for the

next leg of its journey, it seemed to me that I noticed just a little more pride in their faces. Their train had suddenly been honored by having its name put in electric lights, and they approved.

And as I write this, sitting up in Lower 10, Car 162, I like to think of the people in the little dark houses we are flashing past, looking out of their windows at the Century passing, and reading its name in burning letters for the first time. It is their train, too. It passes their houses every night

with a friendly rush. I wonder if from now on it will not seem just a little more friendly?

-8-pt-

Perhaps other New Yorkers have shared my curiosity as to the results from the full-page advertisement, "A Taxicab Locarno," published last month in the New York papers by the *Taxi Weekly*, which contained a coupon reading:

WILL YOU AS A PUBLIC-SPIRITED CITIZEN EXPRESS YOUR OPINION? Are you willing to pay a just rate of fare for a taxicab ride and secure:

(a) Greater safety and efficiency?
(b) More comfortable cabs and better unkeap?

I took the trouble to chase the thing down, and found that within a week 18,381 people had sent in coupons, postals or letters as a result of this advertisement pointing out the chaos in the New York taxicab situation resulting from the rate war. Of this number, only 171 were unfavorable.

The letter of my informant goes on to say, "The amazing thing is the secondary reaction in improving the volume of taxicab riding and in the public reaction in giving more substantial tips, etc."

The results from this advertisement just go to show that advertising has many possibilities that we are not using to the full. We will take up many of our problems with the public in the advertising columns of our newspapers and weekly and monthly publications when we acquire a little more faith.

-8-pt-

Fred Dibble brought a scrap-book of old advertisements to the office the other day and we all gathered around and studied it with interest, punctuated with loud guffaws. How funny advertising was only twenty-five years back!





For instance, here is how the makers of Ayers Hair Vigor sought to influence the feminine mind. It might be termed the Shipwreck School of advertising. Contrast this with toilet goods copy of the J. Walter Thompson or Listerine Schools of today!

It might still be very popular, though, for poster copy, with some such legend as, "Keep that school-girl simplicity."

---8-pt---

Now that I have taken my fling at "Your Money's Worth" (and I couldn't resist that 31c. crack!), I arise to state that I am reading the book through a second time in a more judicial frame of mind. And I find myself coming to the conclusion that it warrants a second reading by every advertising man and sales executive. If they will read it through glasses that filter out all the red rays, they may find in it, mistaken as it is in some of its premises, considerable food for earnest thought.

As a matter of fact, "Your Money's Worth" may be more than a book; it may be a symptom of an awakening public interest in the cost of those operations which are added to raw materials to make them useful and available. And until the public does become interested, to the extent of understanding and cooperating, there is not much hope of cutting distribution costs, which form a large part of the margin about which Messrs. Chase and Schlink are so worried.

—8-pt—

When I went through the Ford plant at River Rouge and saw the way they used tractors, I thought to myself, "They ought to get this over to American industry, in some way. This is important to industry."

Imagine, then, my pleasure when I came upon one of the recent Ford advertisements showing various ways the Fordson tractor is used by the Ford industries, and bearing the heading, "A challenge to the imagination of American industry." This should attract attention, and it should sell tractor-power to industry.

Only 77c Per Inquiry

Lowest Cost Per Inquiry Won by

THE HOUSE BEAUTIFUL

In the record of advertising returns to June 30th, 1927, of the California Redwood Association.

Just another demonstration of THE HOUSE BEAUTIFUL'S dominance in the advertising field of

Building

Furnishing

Decorating

Buy On A Rising Tide



8 ARLINGTON STREET

BOSTON, MASS.

A Member of the Class Group

RATES BASED ON NET PAID CIRCULA-TION OF 80,000 (ABC) WITH BONUS OF OVER 10,000 MORE



Every Smokestack an Advertiser

[CONTINUED FROM PAGE 20]

of these 15 an even dozen were fruit and vegetable dealers, two were confectionery store keepers and one a garage man. Of local manufacturing plants all the 18 were interviewed: five are local branch plants of larger corporations; 13 were "local," but of them just four expended as much as \$5,000 during 1926 for advertising, three spent between \$1,000 and \$5,000, while six spent nothing. The tool maker, who failed early in 1927, fell within the last grouping of six.

So disconcerting was this quick survey that the same investigator was brought into New York State to project a similar coverage over a New York City of the same size. A similar result followed. Out of 107 local merchants, all did newspaper advertising except 27; again with fruit and vegetable dealers leading the "do not's" with a role of 18, the balance of the 27 being four potion gives to the conduction of the 27 being four potion gives a New 2018. being four notion stores, two candy stores, one all-night restaurant and two bicycle-and-lock repair Even the peanut-popcorn man with a portable outfit that stands on a bank corner reports: "I pay \$2.10 a week for a tiny ad in the papers that go out into the country."

Local manufacturing plants number 34. All were interviewed. Of them, four are plants of larger corporations elsewhere controlled. The 30 "local" plants make a sad showing as adverstarts make a sau showing as advertisers: 22 spent nothing (or less than \$1,000) last year; seven paid out between \$1,000 and \$5,000; one advertised to the extent of \$41,000. Of the 29 which thus invested less than \$5,000 in advertising, 12 sell their output to a limited group of customers numbering in no instance more than 10-merchandise made up on a mass-production without makers' brand, to be sold either unbranded or with others' brands upon The goods, for this group of 12 with limited customer list, are: hosiery, shirts, overalls, cigars, brooms, piston rings and similar parts, refrigerators, men's belts and other leather goods.

Of illuminating comments from the merchants in these two cities there are none. They advertise as a matter of course. Many of them reported interesting examples of the drawing power of copy, a few of them exhibited cost sheets of absorbing interest—all of which relates not at all to advertising of smokestacks.

But when manufacturers are inter-

viewed, the story changes.

It is, possibly, pertinent to run over some of the comments of the nonadvertising manufacturers. Selected from them are these:

"Advertising's too risky. \$5,000 wouldn't do any good, when the big refrigerator fellows are spending millions."
"My business doesn't allow a margin for advertising. Sears-Roebuck take most of it and a Baltimore concern the rest, and anyone that sells them can't hold out any money for advertising." [Maker of brass fixtures]

money for advertising." [Maker of brass fixtures.]
"I'm too small to advertise [but he does a business of \$2,500 a week]. It's all right for Fuller and some of the others. My brooms all go to three jobbing houses anyway—all they want is my lowest price and carload maximums."
"I make a specialty. It all goes out of

town to be assembled into bigger units. What could I advertise? now tell me that,

What could I advertise? now tell me that, will you?"

"The advertising men talk too big for me. [Doing an annual volume of \$450,000.] Yes, they call on me, but when they spiel about thousands of dollars for one page. I'm swamped. Maybe it would bring me all the business they talk about; then, maybe, it wouldn't. How's a man to know? No, it wouldn't. I'm antifecturer doesn't have to advertise. It's the thing for the cut-raters and the department stores. They sell the women. I make overalls and ship them in carloads. If there's work for men in the U. S. A., I'm busy; if men are idle, so'm I. I'm ahead what the others pay for ads. If they'd cut the ads out of all the papers, there'd be time to read the news."

"I have no selling expense because every-

If they'd cut the ads out of all the papers, there'd be time to read the news."

"I have no selling expense because everything is gobbled up by three or four companies. They fight for my stuff [leather goods]. I can't even sell the stores right here at home because I never can catch up with the big orders."

"It's all I can do now to come out even [stove manufacturer] without spending a lot for ads. The big trouble now is to get dealers to shove my stoves. They say it's easier to sell the makes with big names, and the only way mine go at all is by cutting my profit down to nothing. I have to sell close to home on account of the freight to far-away places; my stoves are guaranteed and all the dealers know I make good if anything's wrong; but I have to cut the gizzard out of the price. If the fellows with the big names would quit spending so much for ads they could reduce the price, but it stands to reason, doesn't it, that the goods have got to stand the ads."

N UMEROUS variations crept into the interviews, but the quoted sentences fairly well represent the angles of belief on the part of these 38 nonadvertising manufacturers. One is almost shocked when faced with such sentiments, for it is apparent that these manufacturers look upon advertising as they do on private yachts: utterly beyond their reach. Advertising-and this means any advertising—to their thinking is wedded to huge expenditures. More significant yet is the conviction that an annual advertising budget of \$5,000 can not possibly produce results, nor be the start of merchandising and advertising growth.

Said one of these non-advertisers: "I spent \$16,000 last year for machine equipment. What I tore out of the plant I sold for scrap. This year my payroll costs are less by \$300 a week. That's an investment. its way. Now if you can show me where another \$16,000 for ads will pay its way, I'll give you half a day of my time, just as I did those machinery salesmen, but—I want figures that'll stand alone after you've gone home. Hot air won't do the trick."

Possibly it is not amiss to add that this interview fell in the first week of June of the current year. Through friendly connections an appointment was made for "half a day of my time," as the manufacturer phrased it, with tising for the balance of 1927, on a the result that before the end of July he had contracted for \$7,100 of adverdeveloping schedule with a large element of test copy. It is a certain prediction that the relation of cost to results will be closely watched by this

An unexpected bit of information

that grew from the interviews in these two cities was the high ratio of factories that sell their entire output through one, or a handful, of outlets. The product may be manufactured primarily for mail-order houses, for the five-and-ten stores, for a single jobbing concern, for a "parent" corporation or for assembly by another manufacturer into a complicated unit. Factories of this type live in constant terror for their very existence.

"Every time one of our big contracts expires," confesses one such owner, "we hang in the air. If it's renewed for less quotas, our overhead ratio is shot to pieces; if they want bigger quantities, we'll have to expand the plant and that only means that we'll be worse off when we do lose the contract."

Friction with the single outlet may be disastrous for the local concern; a rival plant may underbid; the "outlet" may decide to go into manufacturing for itself. The threat, moreover, of any one of these events is continually used, in the bargaining, to club down the prices nearer and nearer to the point of no profit. Situations of this general sort exist far more commonly than one would expect, until he investigates. Smokestacks have, unthinkingly, been accepted as evidence of comfortable prosperity, whereas the facts are that manufacturers, in untold numbers, are worrying themselves to death not so much over problems of production as over methods of marketing. They are dying under the mental load during the years that should be the prime of life, and are leaving to widows and under-age sons factories that drain, rather than maintain, the family's income.

MULTITUDE of American smoke-A stacks—and this word "multitude" is used advisedly-are producing goods for other concerns to brand and trademark and market. A week's time spent among them will uncover as many sob stories as "the hundred neediest cases" of a New York charity organization the pitiful side of the story being that as a going concern the factory earns a fair living for the owner but is unable to set up reserves for depreciation or reduce its borrowed money. The owner "hasn't had a week's vacation at one time in five years" or, as another puts it, "it's not the farmer that needs government help; it's the manufacturer who employs a hundred men with a hundred families on his pillow every night. The farmer gets his five months of rest when there's no overhead to prevent his going to St. Petersburg. With me, it takes all night to plan how to 'make good' before three o'clock shuts the bank's door tomorrow."

Far from truth would it be to aver that "the answer is: advertise!" No simple remedy will cure all the ailments of competitive manufacturing. At the same time, no doubt can exist but that effective advertising, built up solidly and painstakingly, offers a method for "painless extraction" of many of these smokestacks from their perils.



"Beau Ideal"

... the last and greatest of the three Geste novels... Beau Geste, Beau Sabreur, Beau Ideal starts in the October McClure's. Full page advertisements, reaching well over 19,500,000 readers, will build circulation history.

Circulation gains, however, tell their own story. Most important is the fact that in McClure's you will find unusually vivid, interesting stories and articles that reach a fast-growing. responsive audience, an audience of proved value.

That's why an ever-increasing number of well-known advertisers always....

. . . . include McCLURE'S!

The MCCLURES

119 West 40th St., New York Chicago Office, 360 N. Michigan Ave.



Retail Awareness Has your Product "IT"?

WHAT happens when your consumer advertising sends people into drug stores to ask for your product?

Does the customer's request for your product—the mere mention of its name—flash into the mind of the druggist or his clerk-INSTANTLY-a mental picture of your product, its sizes, its prices, the purpose it is designed for, its exact location in the store—and your method of making customers for it? If so, your product has "retail awareness."

The customer then receives the kind of quick and willing service that creates confidence and makes for repeat purchases of your product.

Or does this happen?

Sorry, we don't stock it." "How do you spell it?"

"What is it like?" "What is it for?"

"Never heard of it."

—then you lose both the confidence of the customer in your product and his business.

Scores of leading drug trade advertisers are promoting "retail aware-

ness" of their product through DRUG TOPICS.

DRUG TOPICS reaches every worthwhile druggist in the United States and Canada; circulation guaranteed in excess of 51,000 copies per issue. A low advertising rate, an enviable record of trade paper performance for its advertisers, a receptive reader circulation—makes DRUG TOPICS the ideal medium to use in creating this "retail

This is proven by the fact that more advertising of drug store products appears in DRUG TOPICS than in any other magazine in the world.

If your product is now sold, or can be sold to, or through drug stores, you owe it to yourself to investigate DRUG TOPICS Service. Our close contact and intimate knowledge of the drug trade are at your service-Write or 'phone.

DRUG TOPICS The National Magazine of the Drug Trade

TOPICS PUBLISHING COMPANY, Inc.

Also Publishers of Wholesale Druggist, Display Topics, Drug Trade News

291 Broadway, New York

Boston Chicago Cleveland St. Louis

To one of these manufacturers the effort was being made to show how he might expand his market, without jeopardizing present outlets. He jolted the explanation by interrupting:
"They expect too quick results. All

the advertising men are dreamers. If a few ads'll do all they say, what'll happen when I quit?"

O VERLY enthusiastic advertising solicitors have killed much potential advertising. The man who worries how to keep the smoke curling from his stacks has attained ownership of his factory by dogged plugging. He knows that attempts of rivals to substitute brilliance for the slower workings of time have produced sky-rocket effects, VERLY enthusiastic advertising sotime have produced sky-rocket effects, with the sheriff next year and boarded-up windows for all the years to follow.

Yet factories of this kind, existing as they do in dread of extinction, are a fair field for the business publications, the newspaper and the agency. Every such smokestack is a potential advertiser for the man who can demonstrate to them how to develop or extend their markets; how to intrench themselves locally so as to be safe from disaster from afar. Locally in this instance means in their home radius for certain products, and in their natural trade outlets for other commodities.

Every such manufacturer, even though he does not know the phrase "advertising appropriation," offers opportunity. It is, however, the opportunity of small beginnings. Reluctant moods must be overcome in the initial solicitation; hard-headed and narrowiew objections will emerge with every view objections will emerge with every consultation; the plan must be concrete to the last detail. The greatest difficulty, for the man who undertakes to develop such accounts, is accurately to determine objectives for the advertising and definitely to demark reasonable markets for expansion. It will be found often that the obvious has been overlooked, merely for the reason that smokestacks are owned, and operated, by men more skilled in making than in

selling.

In Ohio there is a maker of bathtubs. Three times in twenty years the concern has been reorganized. Some \$600,000 of losses have been, through these disruptions, passed on to stock-bolders and bankers. With each new beginning, the horizon was rosy with hopes for a market, the expectation being fortified by encouraging testi-monials from users and from dealers. Disappointment regularly came until. of recent years, common-sense entered the marketing. The management quit all effort to rival Kohler and Standard for national distribution, and, for that attenuated marketing, they substituted an ambition to "push ourselves into the dominant place for a restricted area." Today, after four years of marketing that parallels certain newspaper circuthat parallels certain newspaper circulations, their product, as they report to their stockholders, "outsells all other makes." A greater volume has been attained, in a circumscribed territory than previously had been possible in all the United States.

The change of policy, strange to relate, originated in the sales talk of an advertising solicitor who was fighting for \$100 a week of their "appropriation." Today he is salesmanager for the factory.

Examples of the same character are without number. Canneries, as an-

KNOWN MERIT



JOSEPH HERGESHEIMER

Fiction





Upsetting Pet Views of the Northwest

Tradition, handed down from pioneer days, has made advertising men think of the Northwest as a wheat country. This new book upsets old ideas; it gives a true picture of the modern Northwest.

Minnesota is first in creamery butter production and makes nearly five times as much from dairy products as it does from wheat.

North Dakota is first in rye and gets 11.2% of its income from dairy products.

Sixty-five per cent of South Dakota's income is from hogs, cattle and dairy products. Less than 7 cents out of every dollar comes from wheat.

These and other facts give you a clear picture of this territory where 68.4% of the population lives on farms and in towns under 2,500. Farm paper advertising decisively influences trade trends here, and you can cover the territory through the only weekly farm paper.

Ask for a copy of "Northwestern Farm Facts and Figures". Make it a part of your data files.



Wallace C. Richardson, Inc., 250 Park Avenue, New York



Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.

Northwestern Member Standard Farm Paper Unit

other example, are found in all States. They number upward of 3,000. Yet few of them dare claim their own souls—compelled as they are, to sell in a highly competitive market where supply exceeds demand year after year and where the buyer brands the goods with his own name. The opportunity for achieving independence through zone advertising is wonderful, with the purpose of establishing a local market for a quality product under a distinguishing name.

This is one of several articles by Mr. Haring analyzing the marketing problem of the manufacturer who must necessarily confine his distribution within local limitations.

"Ten Cents Worth of Cigarettes"

[CONTINUED FROM PAGE 34]

To men food is a three times a day pleasure. To the housewife it is a three times a day nuisance. To men food is something to eat. To women it is something to get. It is duty and drudgery

and dirty dishes.

Some time ago a toothpaste was advertised by showing a sialometer, an instrument which measured the flow of saliva before and after using the paste. If the toothpaste makers are finished I would like to borrow this. I should put it in operation, first on a group of men and then on a group of house-wives, while I went through the pic-tures of the chocolate cakes and the cherry pie in the current Ladies' Home Journal and read aloud the adjectives. I cannot but believe that the men's response would ring the bell. At the same time I would have the women hitched up to the fatigue measuring machine, used, I believe, by a rubber heel company. By the time I finished read-ing of the cakes to be baked, the pies to be made, the deep frying and the may-onnaise making, I fear I would have on my hands a crowd of dry-mouthed, exhausted housewives, begging for mercy.
Do we suggest then, that food ad-

Do we suggest then, that food advertising should be addressed to men? That men are more responsive gustatorily? That it is the men's tastes that are followed in the home? "Tell your wife to give you Bosting's Baked Beans." "Ask the Madame if she realizes that Blank's Chili Sauce is made of pedigreed seeds from tested soil." I am not sure that this is as foolish as it sounds.

If food advertisers are not prepared to spend their appropriations in men's magazines, let them admit at least, that their market is women. Not their own wives, but women who do their own housework, care for their own children, probably make their own clothes.

Once I asked a man to let me do some free lance copy writing for him. I knew his agency had two large food

I knew his agency had two large food accounts and no women copy writers. He answered that in his agency the writers must be on hand to study the accounts, they must fairly live with a product before they write about it, and know it backward and forward. Later I heard this same man read a copy plan on a food account, and in a half-hour discussion women were not once mentioned. When I questioned this, the

The Story of the "Cartoon Strip"

in National Advertising





1924

1927



F you'll take the time to question any veteran cigarette jobber or dealer these days, he'll tell you that no cigarette advertising in

his memory ever produced quicker or more widespread consumer-response than has the present "cartoon-strip" series for OLD GOLD cigarettes.

And thereby lurks an interesting advertising story.

The "cartoon-strip" idea was first tested by Lorillard in a campaign for Old Virginia Cheroots—prepared by the undersigned advertising agency in the summer of 1924. Clothed in droll and whimsical pictures by Rea Irvin, was a hard-hitting selling message for these famously good little cigars. And results were rapid and remarkable.

So when Lorillard launched its new cigarette, OLD GOLD, the "cartoon-strip" idea was logically adopted as the fastest copy-vehicle for flashing to the multitude the biggest cigarette story of all time—"not a cough in a carload."

The unexampled success of the OLD GOLD cartoon advertising proves, once more, that *Readability* . . . easy and assured readability . . . is the first and foremost essential in an effective advertisement.

CLIENTS: INTERNATIONAL SILVER COMPANY (1847 ROGERS BROS. Silverplate); BAUER & BLACK; ELGIN NATIONAL WATCH COMPANY; P. LORILLARD COMPANY; THE HOUSE OF KUPPENHEIMER; SCRIPPS-HOWARD NEWSPAPERS; REID, MURDOCH & COMPANY (for 1928)

LENNEN & MITCHELL, Inc., 1- EAST 45TH STREET, NEW YORK CITY

An advertising agency serving a limited number of large-volume advertisers



SEVEN counties border on Marion County (Indianapolis).

In all save one of these counties, The Indianapolis Star is the favorite Indianapolis newspaper.

And Indiana has good roads, Hoosiers have automobiles, and can easily reach Indianapolis.

By using The Indianapolis Star, The Muncie Star and The Terre Haute Star, the advertiser saves four cents.

Special Representatives

KELLY-SMITH CO.

New York

Chicago

Boston

Philadelphia





Your Local Dealers Will Pay for and Use Thermometers National advertisers find thermometers a valuable dealer help which costs them little or noth-ing.

which costs them little or notuing.

Let us present a plan for
using thermometers, tieing upyour advertising with the local
dealers. The dealers will pay
for them.

We manufacture reliable thermometers for hundreds of advertisers. Write us for samples
and plan.

THE CHANEY

THE CHANEY MANUFACTURING CO.

900 East Pleasant St.,
Springfield, Ohio answer was, "Women? doesn't know they exist." This client

Surely half of salesmanship is to know the people you are selling. Not to memorize the income tax payments per county in Missouri, but to know and sympathize with these women to whom sympathize with these women to whom you are talking. What do they think about, what do they wish they had, what makes them laugh, what makes them cry? What is on their minds after they finish the supper dishes, tuck the children into bed, set the table for breakfast and sit down, dog-tired, to look at the new Ladies' Home Journal? What in your advertisement is going to stop them and make them feel some-

what in your acceptatement is going to stop them and make them feel some-thing about your product?

Men can go very far in not consider-ing the feelings of women readers. One of the best known food advertisers ran a campaign last year, attempting to sell soup and beans to women by showing realistic close-ups of men eating soup and beans. Not John Barrymores and Colonel Lindberghs, but husbands. It was rather terrible. It must have given mother an acute shock to turn the page and see pa at it again just when she had finished washing up the dishes. We have learned to idealize our pies, and our cellars and our kitchens; why not our husbands? I doubt if anyone would ever think of appealing to men with a picture of a middle-aged woman eating soup.

Everybody's Business

[CONTINUED FROM PAGE 5]

up over night and the accepted method one week is obsolete the next. Hand-me-out lunch counters at soda fountains have nearly ruined the restaurants, while selling on the partpayment plan has played havoc with many of the sellers for cash. Never has business required so much

attention from the men higher up, and never has it received so little. Nor has there ever been a time when such a premium was placed on originality of thought and action. A thousand sellers now surround each consumer and battle fiercely for the largest share of his dollar. The fellow with a little business which he has nursed and watched for years wakes up to find himself crowded out by a big consolidation that makes it impossible for him tion that makes it impossible for him to compete.

The only way to beat the game in business today is for management to produce an unending variety of fresh ideas. Although competition is bitter, the opportunities to improve practices were never greater. The manager of a department store announced a "night telephone sale" comprising twelve articles. This innovation caused a rush which kept ten telephone operators busy from six to nine o'clock in

An aggressive store manager in an establishment located at a busy transfer corner required one of his clerks to memorize the street-car schedule and make announcements of the expected arrival and departure of cars. This permits customers to shop up to the last moment. A bulletin board is prowided to record telephone calls and messages for patrons, and there is a free bus service for customers who find it impossible to park their automobiles in the immediate neighborhood. The bus travels over a route covering sections of the city where unlimited parking is permitted.

Anyone who will investigate carefully will find that successful management is due nearly always to the observance of a multitude of little things that are so simple and obvious one wonders how they could be overlooked by any watchful executive. In one store customers discontinue their patronage and the boss goes around wondering why. Next door, or across the street, when the same thing happens, the manager starts an investigation and finds that 20 per cent of the discontinuances were due to errors in delivery, and he takes steps immediately to remedy the trouble. The first manager is a sort of fatalist and assumes that nothing can be done. The second manager corrects all possible deficiencies and even goes so far as to send a letter expressing regret and signed personally by himself to each evitemer who has not made a purchase within recent months.

I know of an auto-accessory dealer who got the jump on his competitors by merely introducing a self-service system. The different automobile parts were arranged on long stands and customers picked out what they needed. With this plan three clerks were able to take care of 60 customers. I also know a restaurant manager who experienced difficulty in taking care of his trade because so many patrons lingered to chat or smoke. He was the sort of fellow who always searches for an answer to every question, so he got an idea one day and immediately set the big clock in his restaurant ten minutes fast. This scheme not only speeded up his regular patrons, but proved to be a permanent incentive to quick motion on the part of transients.

A store manager in New England arranged a prize contest for useful suggestions from employees and secured 21 practical ideas out of 83 plans submitted. Among the schemes were proposals for the appointment of a public style adviser, lectures on styles in local newspapers, a mailing list of students about to enter college, a searchlight on the roof, free telephone service to customers, electric directories over the elevators and a eage of monkeys to serve as a display attraction

A retailer of hardware has a clerk tie a tag on every battered ashcan that is found along the street. The eard reads, "You can get a new can at moderate prices from Smith, 84 Main Street." Another dealer succeeded in developing a feeling of business reciprocity by having a slip printed and attached to all cheeks that he sent out in payment of bills. The slip is printed on red paper and suggests to the person receiving it that if he believes in reciprocal trade, some of his business will find its way to the store of the dealer whose check is inclosed. An automobile agency, helped sales by establishing a school for the owners of its make of cars, and for all prospective buyers.

No matter in what realm of business it may be, the opportunity to show originality and exercise ingenuity always exists. A company standardized its samples of automobile tires by sub-



WATCH the youngsters at a pile of magazines. Invariably they pore over the illustrations. It's been so from the beginning. The very letters of our alphabet are simplified symbol pictures.

This is so obvious it hardly seems worth repeating. But there is one thing we don't always remember.

Whether it's a simple line drawing, a photograph or an elaborate color illustration—the *photo engraving perfects or ruins* your printed picture. And you pay no more for a perfect plate than for the one that spoils your story.

For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. STINSON, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \sim 230 South 7th St. P H I L A D E L P H I A

Bernhard Cursive

This beautiful new type face is designed by Lucian Bernhard to express Charm, Grace, Elegance and Qelicacy.

HARPER'S BAZAR

selected it for their new layout as the leading Display type for Headings and Captions

Ask for our Portfolio of Inspirational Prints
The BAUER TYPE FOUNDRY inc
Mew York · 239 M 43d Itreet

To Users, Producers, Installers

of window display advertising!

HERE'S the one big chance of the year to get the latest information on what is being done in window display advertising—the 1927 Convention of the Window Display Advertising Association.

Remember—you can't huy books or get elaborate statistics on window display advertising. And knowledge gained from experience is often mighty expensive!

But experience will be free at this Convention—lots of it! You can get the benefit of what others have learned—some of them at no little cost—by just attending.

Here is only a small part of some of the interesting discussions planned:

Advertisers whose problem is to get the dealers to use their display material will be able to hear how

some large concerns distribute theirs—by crews, by salesmen, by installers, by mail.

The Agency Viewpoint on window display will be the subject of a special talk by the representative of a large advertising agency.

Producers will get some really definite information from "Applying the Principles of Retail Window Display to the Problems of the National Advertiser."

There will also be an exhibit of everything new—different—novel, from which to draw inspiration for your program for coming campaigns.

Reserve October 4th, 5th and 6th NOW. Place: Hotel Pennsylvania, New York City. Everyone interested—whether member or not—is cordially invited. Write at once for complimentary tickets.

WINDOW DISPLAY ADVERTISING ASSOCIATION

National Headquarters: 8 West 47th Street, New York City

stituting one-inch samples for the five-inch variety and the resultant saving was \$5,000 the first year. Another concern came to the conclusion that we have entered a picture age and in accordance with this thought it substituted the colored photograph for the sample case and has effected a material economy in transportation charges and sample-room rentals as a result of this departure. The boss of a big corporation started nosing around and discovered that as many as 50 of his workers were absent from their posts in the main office at one time, delivering messages or interviewing people in other departments. He quickly issued the dictum: "Say it, but write it." and then took steps to install an efficient mental mail.

What we are going to need before long in many companies is a return to work. Thousands of managers are going to be busy effecting reduction in the volume of credit business handled. Others will be giving attention to shortening the time on charge accounts, working out budget systems and finding ways and means to substitute automatic devices for hand labor. The executives who will safely weather the next period of readjustment will be those who have not departed too far from the old idea that eight hours a day and eternal vigilance are still the two chief essentials of

business success.

Testing Advertising

[CONTINUED FROM PAGE 28]

It is interesting to note in this connection that both the advertiser and his advertising agent initially picked as being best the two headlines that actually brought the smallest number of inquiries, again substantiating the fact that the only way to test a play or an advertisement is to "take it to the public."

The "haymaker" — the copy that brought the greatest response in the newspaper test—was now set up for a double spread to run in a national weekly, at a cost of \$15,000 for a single

insertion.

Please note you who think of advertising primarily from the standpoint of beauty and also you who oppose "long copy," that the spread that ran contained approximately 2600 words, set solid in 8-point type. The headlines were given bold display, but no illustrations were used. It resembled in appearance a rather ugly giant "want ad."

To shut off inquiries from the idly curious this statement was prominently displayed: "unless you have the qualifications cited—and at least \$5,000 in capital—please do not answer this ad-

'ertisement.''

Here is the summary of the returns from this advertisement that was built on mail order principles:

 Cost of space
 \$15,060

 Total inquiries
 4,231

 Number prospects interviewed by salesmen
 1,109

 Number closed
 306

 Amount of sales
 \$1,026,090

This particular advertiser simply applied principles that have long been





Picture a Busy Industrial City

With Its People Employed in Skilled Indus ries

 —who earn good incomes
 —who live in their own homes or in two-family homes
 —who are busy all year 'round

who are seldom unemployed
 who spend freely and who patronize their neighborhood

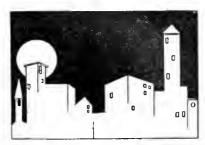
stores.

and you have
a Picture
of
Bridgeport

Trading
Market

Merchants will tell you that the POST-TELEGRAM reaches a buying class whose 64.000 wage earners alone have an \$84,000,000 payroll to spend annually.

The POST-TELEGRAM with its 44.446 daily circulation represents quality, quantity and volume. Manufacturers of luxuries or necessities can obtain quick and economical distribution in Bridgeport, and the entire trading area can be merchandised as one unit with one cost, because 98% of the POST-TELEGRAM circulation is concentrated in this territory.



National Representatives
GILMAN, NICOLL & RUTHMAN
New York, Boston, Chicago, San Francisco.

fundamental with mail order advertisers, i.e.:

1. Test your copy in limited circulation before running it in extensive circulation.

2. Compare the relative pulling power of various headlines, abandoning the "high cost" headlines and multiplying the circulation of the "haymakers."

These are lessons that every success-

These are lessons that every successful mail order advertiser has had to learn, but which are applied by only a small percentage of general advertisers.

I HAVE in front of me another piece of copy for another advertiser selling an electrical product retailing for \$12.50. This particular copy—only 56 lines single column—pulls far more inquiries and orders at a lower cost per order than any other advertisement he has used. It is the result of comparative testing of over eighteen pieces of copy in various mediums. This best pulling ad produces inquiries at an average cost of 33 cents, whereas other pieces of copy, that on the surface appeared equally good, ranged in inquiry cost from \$1.20 to \$5.00. This advertiser knows exactly what he can afford to spend to buy a new customer; he knows further exactly what his advertising is buying those customers for, which appeals pay best, what size units of space are most profitable, and he has steadily increased his advertising expenditure with the sales curve proportionately mounting.

Take one final instance of a company which looks upon advertising as a practical science rather than a theoretical art; a company which has applied the mail order method of "testing"

to general advertising.

This advertiser sells through drug and department store channels, investing about \$1,500,000 annually in a list of 600 daily newspapers throughout the United States. They manufacture cosmetics and proprietary remedies.

WHEN they launch a national newspaper campaign on a product, each advertisement cost upward from \$20,000 per insertion. So they use "tests," first, to find out the fundamental facts upon which to base their policies, and second, to test each advertisement to make sure it will bring a profitable volume of business.

Their plan is to select three groups of eight cities each; small groups of papers typical of the entire United States. Before any advertisement is inserted in their complete list, it is carefully tested in the eight papers of one group. These people know—from experience—that if a single piece of copy is inserted in all of the eight papers of one group and sells, say, \$5 worth of one group and sells, say, \$5 worth of every dollar's worth of advertising, then the same advertisement, multiplied in their entire list of 600 papers, will produce pro ratio returns. Never have the results of a nation wide insertion been more than three per cent off the figures given by the test.

These people can tell you in connection with each product they advertise the following basic facts about their advertising:

1. What size of space is most effective for each product.

2. How often it pays to repeat an advertisement.

3. What the cumulative effect of their advertising is.



ROOMS ARE LARGER AT THE DETROIT-LELAND

ಌ

Where Luxury is Homelike

It is truly amazing how swift and far this news has traveled —that rooms are larger at the new Detroit-Leland. On every train someone is telling others the good news.

Important for sales travelers, too, are the really finer, and far larger sample rooms, with bath and in-a-door bed. All are outside rooms so that goods may be shown under natural light. Outstanding advantages in all rates and prices will gratify you.

700 Large Rooms with Bath 85% are priced from \$3.00 to \$5.00

DETROIT - LELAND HOTEL

Bagley at Cass, Detroit, Michigan (a few steps from the Michigan Theater)

WM. J. CHITTENDEN, Jr., Manager Direction Continental-Leland Corporation

> Larger Sample Rooms from \$5.00 to \$8.00 per day

The Lillibridge Viewpoint

Number Sixteen

Issued by Ray D. Lillibridge Incorporated

Vew York

Russell Sage's Test Questions

A story is told of the late Russell Sage that he was once riding with a rail-road president in his private car. The railroad president showed Mr. Sage a device which indicated the speed at which the train was traveling.

"Does it earn anything?" asked Sage. "Why, no, it doesn't earn anything."

"Does it save anything?"

"Why, no, it doesn't save anything; it's intended just to tell how fast the train is traveling."

"Well, if it doesn't earn anything, and doesn't save anything," remarked Mr. Sage, "I would not have it on my car."

\$ \$ \$

Russell Sage's fortune was built on the principle of eliminating the non-essentials from everything. We lay no claim to possessing the business sagacity of Russell Sage—nor is it necessary for us to agree with him that a speedometer does not serve a useful purpose. But we do plead guilty to sharing his antipathy for non-essentials.

We can recall several instances in our quarter century of experience in advertising and sales promotion where whittling off the non-essentials and planning for careful "follow-through" reduced the required marketing appropriation by half, and that half accomplished more than the client had expected to accomplish with the appropriation as originally conceived, because it was applied in unconventional ways with a complete disregard of precedent. Appropriations so worked out and applied meet both Russell Sage's test words: they sace and they earn.

It may be very gratifying to know how fast a business is going, but to our way of thinking its earnings form a better and safer speed indicator than its advertising appropriation.

Birth of Advertising-1441

In 1441 printing was discovered, wrote Robert G. Ingersoll. At that time the past was a cemetery with hardly an epitaph. The ideas of men had mostly perished in the brains that produced them. The lips of the human race had been sealed. Printing gave pinions to thought. It preserved ideas. It made possible for man to bequeath to the future the riches of his brain, and the wealth of his soul.

\$ \$ \$

Also, Mr. Ingersoll might have added that it made possible for men to influence their fellow men by means of advertisements. Indeed, it is probable that the first things that were printed were advertisements. Not that they were set in borders and bore headings and urged somebody's wares. But they did offer ideas for sale, and ideas offered for sale are advertisements. So after all, can we not date the birth of printed advertising from 1441?

Before and After

Market research in advance of advertising, and painstaking follow-through in continuation of advertising involve a great deal of work not contemplated by commissions on space.

That is why we work on a fee-and-budget

Follow-the-Leader

Some concerns could pay their dividends out of the money they now spend thoughtlessly in playing the conventional advertising game of follow-the-leader.

Convention is the line of least resistance; it saves everybody concerned "from mental stress of conflict and decision," as Burnham expresses it. But convention is lazy and

wasteful. It does not earn the largest dividends.

Unconventional methods are difficult to work out, often laborious. Independent action and a disregard of precedent require courage and conviction. Stripping off the non-essentials of a sales promotion program and reducing it to a sound basis, so that every dollar will do the biggest job that dollar can be made to do for the business, requires a fixed determination to hew to the sales line, regardless.

But stripping off the non-essentials is profitable, and worth all the courage and labor required. For it leaves a business in a healthy condition as to working capital and funds for meeting dividend dates, without robbing it of the benefit of aggressive sales promotion.

Curiosity

I f you have a curiosity to know about the Lillibridge "Fee-and-Budget" system of advertising compensation, write for a copy of our bulletin explaining it.

"For My Dignity"

"In France," writes Eugene Brieux, the French dramatist, "the workman likes to understand what he is doing. When his job is done he likes to look at it, pass his hand over it, as if caressing it, and to think, 'It is done. It is not for the boss that I do this, it is for myself, for my contentment, for my pleasure, for my dignity."

Could there be a finer spirit to bring to any task? And could it fail to improve our work and develop our characters, to do things "for our dignity"?

I the Viewpoint has interested you and you would like to talk about our service or see samples of our work, we'll promise not to make it embarrassing for you.



Products Made to Sell

SIR Johnston Forbes Robertson tells of an unbroken Highland pony which his family owned during his childhood, attempts at the breaking in of which were peculiar and not highly successful.

A pair of old trousers were stuffed with hay, and a brick or two included to add weight, and this figure was gently placed on the Highland pony's back.

The pony promptly threw his strange rider and then proceeded in a businesslike way to eat the hay from the seat thereof!

\$ \$ \$

Reminds us of the way the public sometimes throws a stuffed dummy in the form of a product that is put out to sell, not really to serve.

Straw claims, weighted with bricks of

The public detects. Over goes the product. The only difference is, the public sniffs at the straw stuffing and leaves it severely alone!

We want no advertising accounts of products that are made merely to sell.

No Scattering

We have only one office. It is conveniently located at No. 8 West 40th Street, New York. Here all of our principals are working together. We serve clients as far away as St. Louis without difficulty.

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET - NEW YORK

Telephone: Longacre 4000 Established in 1899 4. How long a single insertion continues to pull.

5. What position on the page is best and which page is best.

6. What appeal is most resultful for

each product.

To test a single piece of copy in this way costs only I per cent of the cost of a broadcast insertion. When two are tested to determine which is best the cost is 2 per cent. A low insurance premium to pay against possible losses of \$20,000 or more.

The sheer volume of advertising today, the intense competition for attention in our advertising pages calls for the same scientific approach that is spreading to all other branches of industry. I believe that it is not too broad a statement to make that the future of this billion dollar industry of advertising will depend to a large extent upon the further development of methods of pretesting advertising, with the same skill and care shown in the testing of the more material products of engineering and chemistry. And that this must start with the elementary principles of advertising long since discovered by the mail order and patent medicine man.

No Need to Apologize, Mr. Heywood!

[CONTINUED FROM PAGE 38]

Mr. Heywood's first example is fully as much a testimonial to effective use of alliteration as to mastery of meta-phor. Easily read? Read it: "tiled temple of cleanliness." An epigrammatic swing that is almost classical!
"Not pure alliteration," you say? Alliteration of the first order, as I shall show a little later.

His second example consists of only one word, but his third, illustrating onomatopoeia, also is alliterative: "ding

dong.

Next, his quotation from Arnold Ben-Next, his quotation from Arnold Bennett is a gem of alliteration, "The trains start with the imperceptible stealthiness of a bad habit, and come to rest with the softness of doves settling on the shoulders of a young girl." Again, Mr. Heywood yields, and labels Irvin Cobb's vivid picture, "respectable alliteration."

spectable alliteration.

Going on to Oliver Wendell Holmes' quotation, "The world has a million roosts for a man, but only one nest," we find more masterly alliteration. And find more masterly alliteration. And the two Ivory Soap quotations are more than similes; they are alliterative epigrams: "Ivory lather develops as quickly as pride after a twelve foot putt," (notice the echo of the v's and the p's) and "There may be men who enjoy diving for soap, like pickaninnies after an elusive penny," (alliteration of sound more than letter, as we shall presently see presently see.

The fact is that the word "alliteration" is a misnomer. It is not so much the repetition of the *letter* itself with which the writer is concerned. It is the repetition of sound. And therein, of course, lies the difference between the blatant barrage of "The big black bug bit a big black bear," and Wash-ington Irving's subtle "Conquest of Granada." (Study that one; there is more to it than at first appears!)

I promised to tell of a definite prin-

Give those feeble, overworked words a rest!

Use this "sales manual" to send out "go-getters" in place of those weak, old "order-takers."

There is too much good advertising being written today for bad or "just ordinary" copy to get across.

Competition is too keen to expect the poorly-written sales letter or booklet to bring home the orders which make it pay. It is necessary today to present your facts in a striking way scrap the trite, old, vapid words and phrases that have lost their selling punch and arouse an active interest with "words that fit like gloves."

Whatever you are describing, whatever your argument, there is always one best word which fires your prospect's imagination to the point of creating the sale. Find these words and your success as an advertising man or salesman

words and your success as an advertising man or salesman is assured.

is assured.

And here is the sales manual which finds them for you instantly—the new Amplified Edition of

MARCH'S THESAURUS DICTIONARY

No other book in the English language is like it—no other approaches its usefulness in alding you to create advertising that sells. By means of its patented arrangement you are enabled to use the best word in the language for your every purpose—and you can stick to words which won't be misunderstood.

Without this "sales manual" to guide you'll be very easy to overlook the value of the common word used in an uncommon way to emphasize some important fact.

No wadling through a hundred pages of definitions to find your word either—just a flip of the pages in this sales manual and it it is before you defined so that you know you are using it correctly, and with it all other words related to the same liea. Adjoining columns contain those opposed in meaning.

In addition, this new Ampilled Edition is full of facts that give you new copy ideas or supply added force to your present arguments. Biblied facts, historic facts, geographic and scientific facts; and a complete concise text book on English and Composition which will help you with your writims.

Its list of all the luportant words and definitions used in the arts and sclentes—no need to tell you its value when talking to technical or professional men. Leading magazines in every field are praising it.

"The copy writer's first aid," says Mailhan.

II.

"The copy writer's first aid," says Mailbag,
"The Book we have wanted for twenty-five years," says
John Howie Wright in Postage.
"A real treasure chest of English undefiled. We commend
It unreserveilly." says Review of Reviews,
"Will be of constant use on the writing desk," says
American Mercury
"The greatest single-volume reference work in the world,"
says Writer's Monthly.

ATREASURE HOUSE WORDS KNOWLEDGE A thesaurus, plus a dictionary, with encyclopedic information, 1462 pages, 7½ x 10, on thin opaque paper. Bound in handsome Buckram.

Send in the coupon at the right. Keep the book on your desk where it is handy. Try it out for ten days whenever you need a word or fact to snap up your copy. See for yourself if it does not make you 100% more efficient by placing the entire English language at your instant command. Then if you don't think it is the very "sales manual" you need to equip your advertising with words that bring lack the orders, you simply need return it and it has not cost you a cent.

Address

HISTORICAL PUBLISHING CO.

Degt. AS-9, 1334 Cherry St., Philadelphia, Pa.

**Please send me (postpaid by U. S. and Canada) a copy of the new Ampilhed Edition of March's Thesaurus Dictionary. I will pay the postman \$3.00, plus 12 cents postage, and If I keep the hook will be not wish to keep it I will return it in good which Includes postage I have pald.

Which Includes postage I have pald.

Address

Address

—AND SO OUGHT YOU!

ADVERTISING AND SELLING 9 East 38th St., New York City

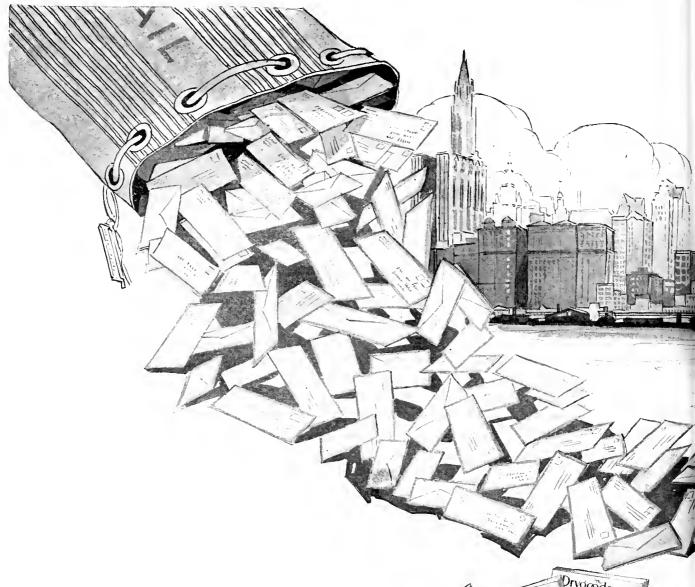
Please enter my subscription for one year at \$3.00.

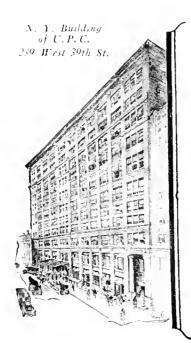
Send bill.

Check attached.

Name Position....

Address State.... City...... State....







A C PEARSON
Chairman of the Board of
the U.P.C.
President of the Textil
Publishing Co., N.Y.C

FRITZ J. FRANK President of the U.P.C. President of the Iron Aye Publishing Co., N. Y. C.

C. A. MUSSELMAN Vice-President of the U.P.C. President of the Chilton Class Journal Co., Phila.

F. C. STEVENS
Treasurer of the U.P.C.
President of the Federal
Printing Co., N. Y. C.





Philadelphia Plant of U.P.C. N. W. Cor. Chestnut and 56th Sts. Headquarters Chilton Class Journal Co.

Purchasing Power/ Paid Circulation/

READER interest is the essential, of a good business journal, and this can be obtained only as a result of a policy which builds large paid circulations among the most desirable trade units on the basis of editorial merit.

The right kind of paid circulation is a guarantee of purchasing power and U. P. C. publications represent the maximum of that kind of circulation in the fields covered.

Upon request we will furnish detailed proof.



UNITED PUBLISHERS CORPORATION

A distinctive list of leading manufacturers*

contributed to making THE SHRINE MAGAZINE for October the largest in advertising lineage and revenue to date.

*INCLUDING:

Listerine Plastic-Wood Mohawk Rugs Bayer's Aspirin **Boston Garters** Foot-Joy Shoes Camel Cigarettes McCoy's Tablets Murad Cigarettes Fatima Cigarettes Karpen Furniture Hupmobile - Eight Old Briar Tobacco Vertex File Pockets Allen-Speigel Shoes Molle Shaving Cream Champion Spark Plugs Nelson's Encyclopedia Lucky Strike Cigarettes King Band Instruments Ingram's Shaving Cream **Barbasol Shaving Cream** Fidelity Mortgage Bonds Yale & Towne Hardware Palmolive Shaving Cream Holton Band Instruments Johnnie Walker Cigarettes LaSalle Extension University Alexander Hamilton Institute Kellogg's Tasteless Castor Oil Brunswick-Balke Billiard Tables National Union Mortgage Bonds International Correspondence Schools National Lumber Manufacturers Association

THE SHRINE MAGAZINE

1440 Broadway · New York

Phone: Pennsylvania 7827

Tribune Tower CHICAGO Little Building BOSTON



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for copy of The William Feather Magazine.

The William Feather Company 605 Caxton Building :: Cleveland, Ohio

Shoe and Leather Reporter

The outetanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In its 67th year. Published each Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas daily with circulation thruout the state. Thoroughly covers Topeka, a midwest primery market. Olves real cooperation. An Arthur Capper publication.

Topeka, Kansas

ciple for making alliteration subtle and effective. Here it is: There are "halfsteps" in alliteration, as in music. I first ran across the principle when studying shorthand fifteen years ago. I have used it, and have checked its importance by observing the works of others. As those of you know who have studied shorthand, certain sounds are grouped together because of their phonetic similarity. These sounds are made with practically the same effort of the vocal muscles. They constitute definite half-steps in alliteration.

The sounds that are related are:

"t" and "d"
"l" and "r"
"k" and hard "g"
"f" and "v"
"m" and "h"
"p" and "sh" and "ch"
"z" and "sh" and "ch"

Thus, "t" is a "half-sister to "d" insofar as alliteration is concerned. "l" is related to "r" and so on.

I will not attempt to go into a technical explanation of gutturals, dentals, labials, labiodentals, etc., such as a phonetician would delight in developing. Consult the front part of your dictionary, however, and you will find that the shorthand classifications are based on pure science.

NOWING the half-steps, it is easy to apply them. Notice, for instance, in the title, "The Conquest of Granada," how the hard "g" echoes the "c" and the "qu" which are, of course, the sound of "k." Observe the same subtle repetition in the slogan, "Keep That Schoolgirl Complexion." Watch the half-steps in "Only Packard Can Build a Packard," (the "b" echoes the "p's"). Notice how the "f's" and "v's" complement each other in "Fifty-Seven Varieties." And the slogan, "Such Popularity Must Be Deserved," embodies a real subtle handling of alliteration. Going back to the Bible, itself, notice the pleasing half-steps in alliteration afforded by the association of "l's" and "r's" in the Twenty-Third Psalm!

A recent advertisement for Wesson Oil is headed, "She Prefers to Be Observed." Don't you feel a thrill in the rhythmical way in which the "v" reinforces the "f," the "b's" echo the "p" and the "d" rounds out the "t"? That is perfect alliteration under the "halfstep" plan; yet what printer could complain of running short of sorts in set-

ting it?

How can the alliterative principle be applied to strengthen writing? First of all, by setting the machinery of alliteration at work in the subconscious while the fine creative frenzy dominates. Develop the feeling, or the "hearing" for alliterative phrases. Second, and more important, by deliberately editing into "cold" copy, full and half steps of alliteration. Imagine, for instance, that you were creating a slogan for the Packard car. You have your basic thought: that no one else can make a Packard except the company, itself. You see a chance to get the trade-name, "Packard" into the slogan twice, thereby increasing its value. You say, "Only Packard can make a Packard," and it sounds good. Can the alliterative principle help it further? You seek the outstanding consonant sound in the phrase. It is "p." The half-step of "p" is "b." You look for a chance to get a "b" into the phrase. You think of a synonym for each word, looking for one that em-

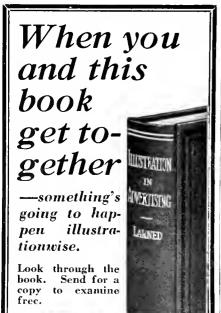


Have Chosen Collier's

Of the 427 advertisers who have placed orders for advertising in Collier's for the first six months of 1928, 40 are among the 75 largest magazine advertisers.

This represents the greatest volume of advertising that has ever run in Collier's in any one year.

A circulation now over 1,350,000 with 450,000 on the newsstand!



LARNED'S

Illustration in Advertising

319 pages, 6 x 9, 212 illustrations, \$4.00 net, postpaid.

This book explains the methods, principles and possibilities of illustrations in meeting the requirements of modern advertising.

The characteristics of different treatments are fully explained. The technique employed, the advantages and disadvantages, the effects, the limitations, the psychology, the many and varied uses of dozens of dilustrative methods are described in detail.

Practically every type of advertising effort—us reflected in magazines and newspapers—is given attention. The book has valuable data on everything from a one-time insertion right through to a seasonal campaign or a continuous advertising program.

It indicates thoroughly the hundred and one different ways in which illustrations can be brought to the aid of sales.

Some Special Topics

- how to secure individuality;
 how to use white space;
 how to use pen drawings;
 how to use photographic illustrations;
 how to inject life into lnanimate products;
 how to inject life into lnanimate products;
 how to employ black treatments;
 how to feature a trade mark;
 how to use woodcut technique;
 how to use negative illustrations;
 how to outline technique.

Examine It for 10 Days

Let us send you a copy of this book for free examination. Look through it with some advertising problem of your two in mind. Send the coupon non-examination is free.

Examine this book for 10 days FREE			
McGraw-Hill Baok Co., Inc. 370 Seventh Avenue, N. Y. Send me Larned's ILLUSTRATION IN AD- VERTISING, \$4.00, for 10 days' tree exami-			
I will return the book, postpaid, in 10 days or remit for it then.			
Name			
Address			
City State			
Position			
Company A. F. 9-21-27			

bodies a strong "b" sound. You find it in the word "build." Immediately the slogan is strengthened with the staccato emphasis that only apt alliteration can give.

And if you had created the slogan, "Save the Outside and You Save All," you would have lost the echoing quality of the slogan, "Save the Surface and You Save All," for it is the "f" that echoes the "v's" and the "r" that clicks with "l" and the "ce" that swings into the sound of the "s's."

When you edit and revise, try injecting the "half-step" in alliteration. It may convert a mediocre phrase into a gripping epigram!

More Net Profit

[CONTINUED FROM PAGE 21]

three instances above given, is that in 1925, despite markedly lower gross profits from sales, net profits were increased out of former ratio to gross profits. This is surely a remarkable demonstration on which to focus attention. It is obvious that the whole business fabric in America has suffered a general decline in gross profits; but it is also equally obvious that greater stress upon management has stimulated brains to stop the familiar action of economics and turn disadvantage into advantage.

It is certainly pertinent to inquire deeper as to how such an accomplishment has been brought about. Bear in mind that we are here discussing not from observation or generality, but from carefully audited corporation tax reports of the 430,000 odd corporations of the United States. This is what we find: First: that operating expense has been reduced. Operating expense was 64.1 per cent in 1923. It rose dangerously to 65.5 per cent in 1924 and then was brought down with vigor in 1925 to 63.3 per cent. It might be orgued that the item of miscellaneous expense also rose, which is a fact, for it was 22.7 per cent in 1923 and rose to 24.7 per cent in 1925. If the government report for 1925, gave, as it did in 1923 and 1924, the salaries paid to officers, we would doubtless see an increase for 1925, because 1924 showed a slight increase over 1923. In this fact lies significance, for to accomplish greater profit under conditions of lower gross profit calls for more and better

Another striking point is that "miscellaneous income" other than sales has increased. In 1923 this income included interest, rents and royalties, as well as profits from operations other than sales. This represented 17.6 per cent of the total receipts of business. In 1924 it shrank to 17.5 per cent, but in 1925 rose to the remarkable height of 19.2 per cent.

We have been talking so far of merican business as a whole. Taking American business as a whole. Taking manufacturing alone, we find that the operating expense in 1923 was 72.3 per cent. This rose to 74.6 per cent in 1924 and dropped in 1925 to 73 per cent. In the distribution field, the operating expense in 1923 was 80 per cent, which rose in 1924 to 81.1 per cent and dropped in 1925 to 79.2 per cent.

It is impossible to read from the above figures any other story but that of a very vigorous and alert management struggling with might and main

Sans Bunk

By every standard of market values the Magic Empire is the complete Tulsa market unit . . . and Oklahoma's richest market.

To cover this market your advertising must not only reach the big purchasing power of metropolitan Tulsa, but must also reach into the surrounding towns within an average radius of 70 miles.

Only one newspaper can give you this coverage: The Tulsa World.

In 98 thriving towns of the Magic Empire the Tulsa World is delivered by carrier as in the city proper. Sixtyone of these 98 communities had a population of 1,000 or over in 1920 and many have grown to much larger populations during the past few years.

Only 19 of these 98 towns have daily newspapers of their own, and only 8 of them have Sunday newspapers of their own.

88% of the World's total city circulation is home delivered by carrier and it is read by more than 30,000 families in the Magic Empire outside of Tulsa. Its supremacy is not even approximated.

Here is selling power. Selling power increased by an efficient coverage of the Magic Empire that no amount of money can buy in any other Oklahoma newspaper.

Detailed market information on request.

Sworn Average Net Paid Circulation, July, 1927

DAILY (M. & E.) 79,358

SUNDAY 64,198

NATIONAL REPRESENTATIVES

THE FORD-PARSONS CO.

360 N. Michigan Ave., Chicago;
58 Sutter St., San Francisco

BRYANT, GRIFFITH & BRUNSON, 9 East 41st St., New York; 201 Devonshire St., Boston; Walton Bidg., Atlanta, Ga.

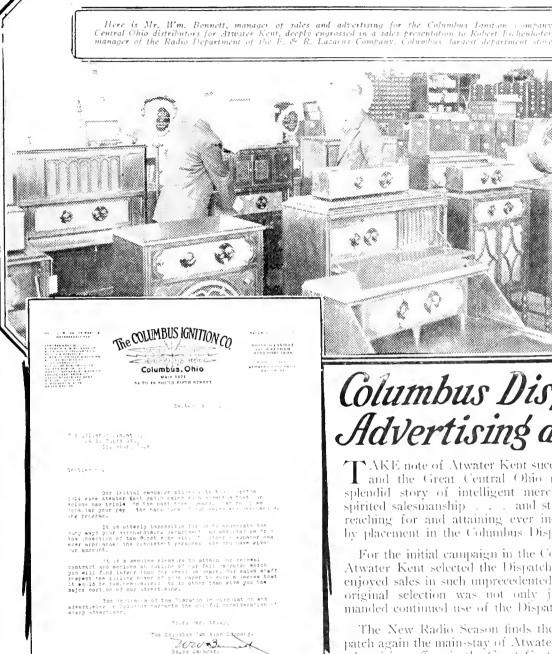
DAVIES, DILLON & KELLY. 707 Land Bank Bldg., Kansas City, Mo.

AN ALL DAY NEWSPAPER

Oklahoma's Greatest Newspaper

MORNING EVENING

Our Atwater Kent Sales in Columbus have TRIPLED in three years Bennett



Columbus Dispatch Advertising did this

*AKE note of Atwater Kent success in Columbus 📘 and the Great Central Ohio market . . . a splendid story of intelligent merchandising . . . spirited salesmanship . . . and strong advertising reaching for and attaining ever increasing volume by placement in the Columbus Dispatch.

For the initial campaign in the Columbus Market. Atwater Kent selected the Dispatch and the dealers enjoyed sales in such unprecedented volume that the original selection was not only justified but demanded continued use of the Dispatch.

The New Radio Season finds the Columbus Dispatch again the main-stay of Atwater Kent sales and advertising effort in the Great Central Ohio Market —positive proof that the Dispatch is one of America's greatest result-producing newspapers.

The Folumbus Dispatch

First in news—in circulation—in advertising

General Representative: O'Mara & Ormsbee, Inc. NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO



Courtesy of B Altman & Co., N Y. C.

Some say "Tell your story!"

We say
"Show it!"
Photographically

What do you say?

Hedd Judio PHOTOGRAPHERS

> 212 West 48th Street, New York Chickering 3960

THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising end Selling to Architects," a booklet prepared to give you a better understending of the architectural field, is now available.

Your copy will be sent upon request.

239 West 39th St.

New York

Bakers Weekly A.B.C.-A.B.P. New York Office—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

The Standard Advertising Register is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co.

Incorporated
15 Moore St., New York City
R. W. Ferrel, Manager

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

to meet the general business situation. It faces declining margins and rising costs, to say nothing of curtailed vol-ume in some fields. No finer tribute could be found in a whole dictionary full of adjectives or chamber of commerce oratory than in the simple and unassuming figures given above. They demonstrate almost as though by magic the paradox of an increasing net profit in the face of declining gross profit. Particularly is the situation interest-ing in the field of distribution where cost of operation is relatively higher than in any other field of business, and the net profit lower than almost every other line of business. In fact, in 1925, the net profit in the distribution field was down in the same class with leather and mining-two fields known to have been thoroughly in the dumps in those years. Notwithstanding distribution has practically never known a much higher ratio of profit. Little wonder that distribution today occupies the center of the stage of business!

In order to give a general background to the figures above, it may be well to indicate that of the total of 430,-072 corporations, 177,736, or 41.3 per cent, showed a deficit in 1925. In 1924 the proportions had been 43.3 per cent. American business made a record profit in 1925, nevertheless, of \$7,621,000,000. And for every dollar successful American business made in profit some unsuccessful corporation lost twenty-three cents; \$5,189,000,000 were disbursed as cash dividends-68 per cent of the total net profit. In the manufacturing field 95 individual corporations made over \$5,000,000 profit each, which was 25.4 per cent more than in 1923—a total of 44.5 per cent of all the profit of all the other manufacturers. The rest of the manufacturers, comprising 98.8 per cent, instead of showing a profit, actually lost 11 per cent as compared with 1923. In these figures we have the most searching white-light of analysis of American business that will probably ever be possible, for there is not much "fooling" in corporation tax reports.

Waiting for Sales

[CONTINUED FROM PAGE 32]

speaking of average buyers. There are some people, to be sure, so fickle in their tastes as to change brands two or three times a year. In contrast to them is a substantial number of others who having adopted a brand are only parted from it by death. The tendency of the average is to continue buying for several years, and this tendency has a profound effect upon the manufacturer's sales.

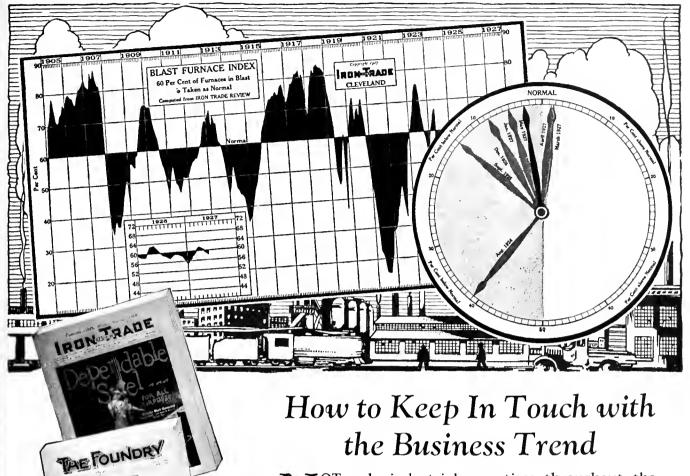
Because of it, the effect of his advertising is to create customers rather than to sell packages. In telling the story of Van Camp's Milk, Claude Hopkins says: "...milk is in daily consumption. There is hardly a limit to what one can pay to get a new user established."

Practically every advertiser of "repeat goods" will concede that it is not possible to advertise one month or two months in any given community and sell a sufficient number of packages in that time to make the advertising expenditure profitable. However, the average customer created by the adver-

ABRASIVE INDUSTRY

POWER BOATING

DAILY METALTRADE



the Business Trend OT only industrial executives throughout the country, but bankers, financiers, high govern-

ment officials, and many others turn constantly to the business-trend service of the Penton Publications for definite answers to those all absorbing questions-"How's business? Is the tendency toward contraction or expansion?

Every week in the editorial section of IRON TRADE REVIEW such questions are answered in a graphic form so condensed and yet so clearly and comprehensively presented that only a few minutes are required to absorb the vital facts on the trend and condition of American business.

Conducted by a staff of experts, this service is representative of the practical, vital way in which Penton Publications meet the needs of It serves to show why Penton their readers. Publications offer a channel of approach to manufacturers of industrial products leading right to the final buying authorities in the great iron, steel, metalworking, machinery, foundry, abrasive, and marine transportation activities of this country.

The Penton Publishing Ca

Penton Building

Cleveland, Ohio

The Penton Press-Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations

Member, Associated Business Papers

tell

your public what kind of house you are and how you serve them. Do it with a book. We will write, design, illustrate and print one you will be proud to use.



CURRIER CHARFORD - LTD 468 FOURTH AVENUE . NEW YORK

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley National Representatives

"Ask Us About Advertisers Cooperation" tising will go on buying for years to come. (See "Uncapitalized Habits," come. (See "Uncapitalized Habits," page 19, Dec. 1, 1926, issue of ADVERTISING & SELLING.)

If the entire year's advertising appropriation were to be spent in the very first month of the advertising year, in-

creased sales would be noticeable much sooner. But the whole appropriation never is spent during the first month. Most campaigns are distributed over

the entire twelve months, and it is this circumstance which slows up results

several months more. If you examine the accompanying chart you will see that if January advertising starts a group of customers buying, many of them will continue to buy all through the year, some buying even in December. But the December advertising can have no effect on the buying of the previous January. This situation tends to postpone results because even though you do the same amount of advertising each month, the later months of the year get credit for the purchases made by many a housewife who became a customer during the

earlier months.

In the hypothetical situation forming the subject of the chart, the increased buying does not make itself felt completely for at least twelve months, al-N the hypothetical situation forming though beginning with January it gradually rises to reach the high mark. The delay, therefore, amounts to about six months, if no other circumstance interferes. There is another, to be sure, and it does in effect reduce the delay. All customers do not continue buying for as long as twelve months. If they did, then their first twelve months' buying would occur as illustrated in Chart B.

Just half of the buying would occur in the year during which the customers were secured. Assuming that the less-than-twelve-month customers constitute one-half the total number (a purely arbitrary figure; the proportion varies with different products) and that the average buying of this one-half lasts three months, we have to amend our estimate of the amount of buying which occurs later than the current year. Instead of a 50-50 relationship. we have one of 60-40. We are considering, remember, only purchases made by those customers created during the current year and made by them within twelve months after they became customers. This situation is depicted graphically in Chart C.

So now we have three circumstances which delay results: the period while the publications are being read, the period while merchants adjust their buying to meet the increased demand, and the delay while the year's campaign swings into full operative effect. The total loss of time, I believe, will extend anywhere from three to eight months. The first-year purchases of the campaign's new customers will be retarded just that period in reaching the manu-

facturer's sales books.

It is not hard to see the significance of these delays. They have a vital bearing net only upon advertising and sales, but also upon manufacturing and financing. At least one of them can be somewhat reduced. If the actual rate by which demand increases can be ascertained approximately and in advance, the overstocking of retailers and wholesalers can be avoided.

On the other hand; there still re-

If you are a "business climber"



I'd like to guide you in the systematic study of Advertising, Selling and Business Writing for the next twenty months.

I have combined several high-grade business courses in one broad treatment that aids the subscriber in qualifying for planning, preparing and managing both sales and advertising activities. The usual drudgery of correspondence courses has been reduced. The reading is of the live sort. Textbooks of college standard used. Loose-leaf Supplementary Helps. Tests are on major topics. Personal correspondence. Friendly editorial service by me. No cut-and-dried criticism. The coaching reflects the varied practice

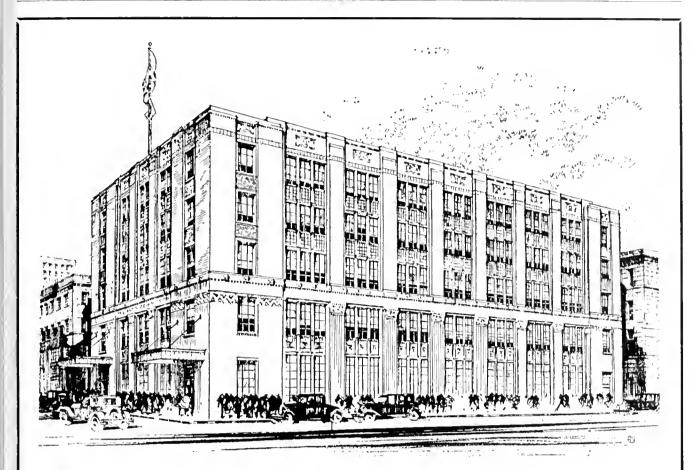
The coaching reflects the varied practice of the modern advertising agent and my experience of more than twenty-five years in sales-planning, advertising, writing and teaching. My present group of keen men and women are doing fine work. I can help others of similar caliber and spirit.

S. Roland Hall Box 619, Easton, Pa.

Member, American Association of Advertising Agencies, Authors' League of America.







You, too, Can Cash in-

—on the growth of the Akron Market which has made this—our new home, possible.

We have looked years into the future, altho basing our plans on past performances, and have seen a definite need for a home such as this one into which we will move this month.

Mechanical limitations have held down the size of our issues to the extent that we have often had to turn away advertising copy, to maintain the proper ratio between news matter and advertising copy, a ratio we have guarded jealously in the best interests of our readers.

In spite of our limitations, we have won the position of ranking first in Ohio and sixth in the U. S. in advertising linage among six day newspapers.

The new building is designed for five stories, with utmost efficiency and speed the keynote. The press capacity is 112 pages at the rate of 72,000 per hour, fully adequate for the demands of this growing Akron Market.

AKRON BEACON JOURNAL

Member of The 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives

New York Philadelphia
Chicago Los Angeles San Francisco

"Salesman's Fright"

"Salesman's Fright" is an enlargement of an article which aroused so much interest that many of the leading manufacturers in the United States—and several in foreign countries—privately reprinted it for circulation among their salesmen.

by Ray Giles

The Blackman Co.

Author: "500 Answers to Sales Objections," "Breaking Through Competition," and "Developing and Managing Salesmen."

"Salesman's Fright" is the first of the Kellogg Pocket-Profit Books. Constructive selling philosophy. Inspirational. Practical. Every salesman in your employ will appreciate a copy.

			more25c		
50	copies	or	more23c	per	copy
100	copies	or	more22c	per	copy
500	copies	or	more20c	per	copy
1000	copies	or	more18c	per	copy
	(Ex	am	ination copy, 2Sc, postpaid)	

Kellogg Publishing Company

6 Lyman Street Springfield, Massachusetts mains the greatest factor of all in preventing the advertiser from immediately making a profit on the money spent in space. That factor lies in the nature of the consumer's buying. Instead of spending at once all of the money he eventually will spend on the product, he spreads his purchases package by package, and from year to year. This common characteristic has so great and complicated an influence upon the relation between advertising and annual sales that the year's volume of business sheds practically no light on the effectiveness of the year's advertising.

"We See Blotters Everywhere"

[CONTINUED FROM PAGE 40]

It is not unusual for the shop superintendent or foremen to comment on some special feature he has noticed in one of our circulars on Milling Machines or Grinders. When we call we are frequently surprised at the questions asked about something shown in the circular previously sent them. A considerable percentage of the inquiries which we receive in this territory were stimulated by direct mail advertising from the factory—and I see the blotters, which go out with our advertising, everywhere.

In many cases we have worked out a series of blotters to tie in with a particular campaign, extending over a period of from six to eight months. Sometimes these deal with particular machines, sometimes with a general idea that we want to put over, but at all times they are coordinated with and supplementary to the main pieces of direct mail advertising. Perhaps by changing the size, or otherwise conforming to standards, greater results might be obtained, but we doubt it.

The value of the use of blotters in

The value of the use of blotters in direct mail advertising for our company, and for the purposes for which we expect to use them, has been established once for all and the returns are

extremely satisfactory.

New Color Service Announced

The Class Group Color Service, placing color pages and aquatone process inserts in a group of class periodicals, will be known hereafter as the National Shelter Group Color Service. The change has been brought about by the acquiring of several additional publications and the subdividing of the total number into three main divisions. The aim is to provide complete coverage of the "shelter" market—that is, the market for all materials for the construction or improvement of the home. The wide variety of products in this field and the many different promotional methods necessary to market them has led to the three divisions previously mentioned, which may be sold as three separate units. These are: The Class Group—Consumer Division, consists of Arts & Decoration, Country Life, Garden & Home Builder, and House Beautiful; Advisory—Investment Division, consisting of Architecture, Bankers Monthly, Building Developer, and Building Investment; Contractor-Builder Division, consisting of American Builder and Building Age & National Builder. This service is being placed through Walter C. McMillan, Inc., New York.

" CENO.

Liberty

Announces an Increase in Guaranteed Net Paid Circulation for 1928

1. FOR the issues of January 7, 1928, to March 17, 1928, inclusive (11 issues), LIBERTY guarantees an average net paid weekly circulation of 1,350,000.

2. FOR the issues of March 24, 1928 to December 29, 1928, inclusive (41 issues), LIBERTY guarantees an average net paid weekly circulation of 1,450,000.

3. LIBERTY'S guaraulee for 1927 was 1,100,000 average net weekly. It promised 1,350,000. It is exceeding the promise with generous overage.

LIBERTY Advertisers who Bought for 1927 are Getting 250,000 "Velvet"

LIBERTY Continued OVER-SOLD Through July & August

THERE is no let-up in LIBERTY'S over-sold condition. June demand rose over demand in May; July exceeded June; August showed no abatement in news-dealers' telegraphic pleas for more LIBERTYS.

"Sold out," is the cry from all over the country. LIBERTY'S rising favor keeps pace with rising Fahrenheit.

LIBERTY gives to advertisers full reader-power through the summer season, when such co-operation is an important contribution to the maintenance of advertisers' sales levels.

LIBERTY'S Circulation Is 100% Voluntary

LIBERTY is the only magazine of big circulation that has 99% news-dealer sales. Subscriptions are not solicited.

Every week, LIBERTY holds a new referendum on its popularity. Its vast army of buyers lay their nickels down and say "Give me LIBERTY!" because they want it. There is never any "dead timber" in LIBERTY'S circulation.

LIBERTY'S promised circulation of 1,350,000 for 1927 is maintained-and exceeded-without recourse to high-pressure sales schemes or special inducements of any character whatsoever.

LIBERTY sells "over the counter" solely on its merits as a magazine-every buyer a reader.

"Why Doesn't LIBERTY Increase its Print-Order to Meet Demand?'

SOME advertisers find it difficult to understand why LIBERTY restricts its sales. Here is the answer: Most LIBERTY advertisers, having contracted for the year of 1927 at rates based on the 1,100,000 guaranteed circulation, have been getting better than 250,000 average EXCESS weekly circulation.

This additional circulation has cost LIBERTY advertisers nothing at all. It is over and above the conservative guaranteed circulation on which advertising rates were based. For advertisers, it is "velvet"—for LIBERTY, a costly item unbalanced by revenue. Beyond a certain limit of excess circulation LIBERTY can not go, consistent with sound business principles. Thus, print-order is restricted and circulation held in check automatically by lagging advertising rates.

The insistent news-dealer demand for *more* LIBERTYS must eventually he met. To deny it deprives a numerous public of the magazine it wants to read, and the dealer of the additional profit he can make through additional sales.

There is only one way to relieve the restriction on circulation—re-adjustment of advertising rates. It must come.

A buy of space in LIBERTY is a buy on a rising market, no matter when bought.

Advertisers who contract now will get the 1928 GUARANTEED CIRCULATIONS for that ENTIRE YEAR at the advertising rates listed in Rate Card dated February 15, 1927 Protect yourself by placing your order early,

Liberty NEW YORK: 247 Park Avenue, CHICAGO: Tribune Square. BOSTON: 10 High Street. DETROIT: General Motors Building. SAN FRANCISCO: 820 Kohl Building.

LIBERTY'S Circulation is 99% News-Dealer Sales-Every Buyer a Reader



The OPEN FORUM

Individual Views Frankly Expressed

Are Advertising Executives All "Yes Men"?

THE claim that training and experience as a newspaper writer is more of a bindrance than a help in the writing and preparation of advertising copy, seems to be a trifle out of cadence with the composition of the modern advertisement—especially the more conspicuous and most successful copy being used at the present time.

To go further and state that the editorial and feature story writer is due for a sad awakening when he essays ad writing and attempts to inject "individuality" into paid for space, is an indirect reflection on the creative ability of all recognized advertising copy writers. To say that the average advertiser "knows what he wants" and that it is better to "give it to him, or some one else will," is somewhat of a puncture in the ego of advertising "experts" and, by implication at least, an indictment of all advertising agencies.

It places the executives of industrial and commercial organizations in the class of intolerant egotists and classifies the advertising profession as a collection of servile "yes men." These are designations which even the distorted perception of an "editorial" writer refuses to accept as just or proper.

Within the range of the "editorial" writer's vision, it is possible to perceive the existence of advertising writers who believe that a commission in sight is worth two in prospect, and that it should be hypnotized by "yeses" and captured by stereotyped copy. But under analysis it seems improbable that such methods will ever build up a client's business or increase an advertising appropriation.

It is true that the average advertiser "knows what he wants," but most, if not all of them, will admit their inability to convey their thoughts in the interesting style of the trained writer. They go to the advertising agency for this service. They want style and individuality—and that means "novelty" applied to their otherwise cold commercial facts.

The degree of novelty applied to commercial facts distinguishes one advertising agency from another; and it is the real secret of the progress of certain agencies and the dormancy of others.

Novelty, style, technique, or any other term, applied to advertising copy,

means nothing more than the dramatization of facts. And dramatization requires at least the instincts, if not the actual training, of the editorial and feature story writer.

CHARLES J. GIEGERICH, Bayside, N. Y.

Advertising Courses in Advertising

AM glad to see John Falkner Arndt take a shot at the school of advertising that is exploiting the business as being so profitable, so easy to learn—no difficult formulas, no brain-racking mathematics, no heart-breaking examinations, and so on.

This same school for a long time used, in its advertisements, the statement, "Tremendous demand for our graduates at big pay." On being sharply criticized, the school made the plea that it was revising its literature. Advertising men realize, of course, the enormous amount of work required to make a single sentence accurate. The sentence here quoted was finally changed to "Constant demand for our graduates at splendid pay," which is very little improvement over the original, yet a number of publishers are allowing it to be put before their readers.

It is probable that every patient, conscientious and persistent teacher of advertising can truthfully refer to pupils who have won good jobs. I wonder why all instructors are not satisfied to say "Many of our former pupils now hold good jobs."

All that any sensible man or woman has any right to expect is that a business affords good opportunity. No instructor has any right to assure a pupil of success.

When the school that Mr. Arndt refers to asked me about a year ago to consider a proposal for improving its course, I had the satisfaction of telling the proprietors that I lacked faith in their standards.

S. ROLAND HALL, Easton, Pa.

More About Ghost Stories

I read with more than usual interest your two-page statement in the Sept. 7 issue of Advertising and Selling to the effect that your policy is to refuse to publish "ghost stories." The definite knowledge that you are not publishing them will be a strong element in maintaining my interest as a reader to your paper.

Other elements of the Sept. 7 issue which appealed to me as being worth the time were the following:

Is Newspaper Experience an Aid to Copywriters?

If You Have Tears, Prepare to Shed Them Now!

Everybody's Business.

And in an earlier issue Lynn Ellis' article on "Engineers in Advertising" was of decided interest. I am finding from personal experience that the conditions he cites are those I have met with and naturally do not agree with Mr. Louis Brewer.

H. F. Marshall, Advertising Manager, Warren Webster Company,

Camden, N. J.

Why Cows Are Discontented

AMONG the "Nine Influences" that have changed the status of the farmer, Mr. John Allen Murphy lists rural free delivery, the telephone, the motor car, good roads, concrete, water systems, moving pictures, radio and electric light and power.

I don't know which of these things is responsible—although the photograph would seem to indicate it was the radio—for modifying the farmer's status with regard to the common dairy

When I was a young man on the farm, we did not have these modern inventions and it was then customary, when milking, to place the milk pail at the starboard or right-hand side of the bovine critter, just prior to the period of lactation.

The cow always cooperated most wholeheartedly in this arrangement, chiefly by kicking the whey out of any milker who attempted to sit on the port or larboard side.

The milker, who inadvertently strayed over to the left-hand side of Bossy's rear deck, was very likely to find first his pail over on yon side the barnyard, closely followed by his milking stool and—unless he was exceedingly active—shortly followed up by himself in a more or less well kicked condition.

Apparently the radio has altered all this. Science is doing wonderful things but then, as Mr. Murphy so ably says, times have changed on the farm.

G. W. FREEMAN, Griffin, Johnson & Mann, Inc., New York.

The first year may be the hardest, BUT-

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тим ресе А.В.С

The second secon

restance in the second of the



4 Partial List of Advertisers, and their agencies, who have used space in Children.

Home the state of

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CIIII DRFN, The Magazine for Parents
353 Fourth Ave. New York
Chicago Representative Strand B. Galey, 111 W. Monroe St.

Agencies

I N advertising agencies, collectively, will be found all that has thus far been discovered about advertising and selling.

To use a current slang expression.

"They know their groceries.

It would seem, then, logical to conclude that a publication frequently selected by advertising agencies— experts in sales promotion—had a considerable something of value as an advertising vehicle.

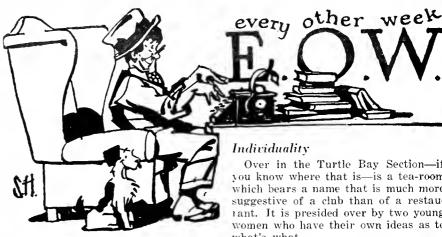
These representative and reputable advertising agencies are placing space in INDUSTRIAL POWER at

this time.

Draw your own conclusions.

Advertisers Individual Service The Aitkin-Kunett Co. Anfenger Advertising Agency, Inc. Aubrey & Moore, Inc. T. H. Ball & Staff Barrett-Kneibler, Inc. Barton, Durstine & Osborn, Inc. G. M. Basford Co. Breeding, Murray & Salzer G. W. Brogan, Inc. Campbell-Ewald Co. David H. Colcord, Inc. E. C. DeWolfe Dorrance, Sullivan & Co., Inc. Doyle, Kitchen & McCormick, Inc. Eastman Advertising Service A. H. Fensholt Paul A. Florian Fonda-Haupt Co., Inc. Freystadt-Juraschek, Inc. $Geo.\ H.\ Gibson\ Co.$ Russell T. Gray, Inc. Hanff-Metzger, Inc. Hannah-Crawford, Inc. C. A. Heinecken Co. Carl L. Henrikson Interstate Advertising Service Co. Robert June I. L. Kentish-Rankin George J. Kirkgasser & Co. Wm. G. Kreicker & Co. Landen Advertising Ca. R. E. Lovekin Corn. F. J. Low Company, Inc. McJunkin Advertising Co. McLain-Simpers Organization Mace Advertising Agency MacManus, Inc. A. Eugene Michel & Staff The Morgan-Todd Co. Moser & Cotins The Moss-Chase Co., Inc. Newell-Emmett Co., Inc. John W. Odlin Co., Inc. P. F. O'Keefe Advertising Agency, Inc. C. J. Oliphant Advertising Agency, Inc. Irvin F. Paschall, Inc. Picard, Bradner & Brown, Inc. The Powers-House Co. Rickard and Co., Inc. Sando Advertising Co. Shankweiler Advertising Agency, Inc. Smith-Elliott Co. Smith Endicott Co. Walter B. Snow and Staff, Inc. Street & Finney, Inc. Paul Teas, Inc. Technic-Ad Service C. H. Trapp Advertising Agency O. S. Tyson & Co. R. E. Tweed Co. Walker & Downing Whipple & Black, Inc. Edmund S. Whitten, Inc. Wightman-Hicks, Inc. J. Williams Advertising Service H. C. Winchell Advertising Agency

Yost Advertising Co.



Too Much of a Muchness

I give the editors of New York's daily newspapers credit for having an uncanny understanding of what their publics want in the way of news. Just the same, those same editors are, I feel sure, 'way off when they devote as much space to aviation as they are now doing.

My own interest in flying was pretty thoroughly satisfied by the stories which were published when Lindbergh got back to America-so much so that I have read mighty little of the stuff which has been printed since. And I am not alone in this. I have taken the trouble to query several of my friends on the subject and they tell me they are quite "fed up" on aviation.

All of which reminds me that there is such a thing as working a "paystreak" too deep.

Plumbers and Paperhangers

I wish that some of the Europeans who have visited America in recent years for the purpose of "studying industrial conditions" in this country—I wish, I say, that some of these men had had a "look in" at my modest apartment last week. If they had, it is not likely that their impressions of American efficiency would have been so favorable as seems to be the rule.

For this is what happened.

The owners of the building in which I live had agreed to make certain improvements—to paint and repaper the foyer, a small bedroom and two halls. This, they and I figured, would take three days-possibly three and a half days. Actually, it took five and a half days; and it was not finished then. The men who were assigned to do the work went about it as though they had all eternity ahead of them. They discussed and conferred as if the fate of empires depended on their decisions. This might have been endurable if their work had been good. It was not good. It wasn't even passably good.

To add to our joy, a plumber was called in to make some minor adjustments in the bathroom. He-but, really, I decline to talk about him.

Individuality

Over in the Turtle Bay Section-if you know where that is-is a tea-room which bears a name that is much more suggestive of a club than of a restaurant. It is presided over by two young women who have their own ideas as to what's what.

To mention one way in which their individuality expresses itself: At the cashier's desk-oh, yes, there is oneare half-a-dozen "membership cards." signed by the "President" of the "club." You are at liberty to take as many as you please. The cards are really business cards, showing the location of the tea-room and its prices. But, because they look as though they conferred something of value on the holder, patrons treasure them and carry them 'round with them. I've got one myself. If it were an out-and-out business card, it would have gone into the waste basket long ago. But a "membership card"—that's different.

The Curse of Wealth

Among my intimates is a dear old lady who happens to have a much larger income than most of us are blessed with. Her favorite subject of conversation is the curse of wealth, and the blessings of poverty. To hear her talk, one would suppose that happiness and the possession of a comfortable income-like hers, for example-are an impossible combination. And she never tires of telling of friends of hers who are living in France or Italy on next to nothing. "Why," she says, "they pay only a dollar and a half a day for three good meals and a beautiful room."

Yet, when, as happens quite frequently, she proposes that Mrs. Jamoc and I spend an afternoon with her-"Dutch Treat, you know-and very inexpensive," I take pains to see that my pocketbook is well lined, for I have learned by experience that I'll need every cent I have. "We'll go to some quiet little restaurant for luncheon," she says. Do we? We do not. We go to a restaurant which is neither quiet nor little. Very much the contrary. And the matinee we attend later in the day is invariably the highest-priced attraction in town-the sort to which if you want to gain admission, you must seek a ticket-broker and pay and pay and

In short, Miss Blank's interest in the blessings of poverty is wholly theoretical. She is quite willing to talk about them but not to enjoy them. She leaves

that to others.

JAMOC.

"There is a Thief in That Crowd!"

Six men were standing together in a crowded hotel lobby. A seventh man standing at a distance pointed his finger toward the group and

SQUABBLE Department

Just another newspaper squabble. Don't waste your time on it!

Even if nobody is interested, we can't help mentioning one Chicago newspaper's scheme to acquire some cut-rate lineage.

lineage.

Here's the dirt. A number of retail dealers handling one nationally distributed product join with the manufacturer in advertising the product. The advertisements are similar to many in which a manufacturer lists his dealers in the city or in the territory. This is considered national advertising, taking the national rate. But our contemporary, with whom we have sparred in this corner from time to time, is offering it at a local rate.

We don't particularly

We don't particularly the this bargain counter competition. It isn't pleasant, in selling Tribune space, to be

asked: "Why should we buy your paper at the national rate when the other paper gives us a local rate?" And to a manufacturer who doesn't consider circulation closely—this other paper is half The Tribune weekday and one-third The Tribune S u n d a y circulation—the bargain seems greater than it actually is.

And though we get excited for a while, and devote this department to our wrath, we know in our hearts that The Tribune policy of giving every advertiser fair and equal treatment is not going to hurt The Tribune's husiness. We can well afford to lose a little lineage for the present to maintain a policy that guarantees "no privileges to one advertiser not enjoyed by every other."

shouted so that all could hear: "There is a thief in that crowd!" To everyone else in the lobby, all six men were immediately under suspicion.

In its "Squabble Department," appearing in many advertising trade papers, the Chicago Tribune recently indicted five of its contemporaries by charging that ONE of them was not playing the game fairly in the matter of Local and National advertising rates.

The culprit was not named, so all the rest of us are naturally under suspicion, and the Tribune's skirts are clean.

Why not go the whole distance and name the newspaper? Surely the Tribune is not so timid as to let the innocent suffer with the guilty!



a good newspaper

P. S.—WE are not the newspaper!

O YOU READ THE FORUM?

We challenge you to read the October FORUM and not get some new ideas

DISRAELI-biographical novel by Andre Maurois.

SHOULD THE NEGRO BE ENCOUR-AGED TO CULTURAL EQUALITY? debate by Alain Locke and Lothrop Stoddard.

THE SERVE AS CENSOR - by Senator Thomas J. Walsh.

Wives in Politics-by Emily Newell Blair.

Science and the New Era-by E. M. East.

Cuicago, Hands Up!—an investigation by Kate Sargent, A Fugitive Seeks Sanctuaryby Margaret Prescott Mon-

Pessimism and Depressimism— by J. B. Priestley.

Hobgoblins of the Flesh-by

John Hodgdon Bradley, Jr. WHAT IS TRUTH?-Forum Defi-

nitions—Seventeenth Series.

My Golfing Luck -by A. A.

THE TAMING OF A WILD OATby Mella Russell McCallum.

VLL THE WORLD'S A CRUISE-by Henry Hubbard Kinyon.

The Forum clears away prejudices—opens the minds of its 77,000 readers every month to new thoughts and new products.

It is sound investment to advertise in the Forum.

FOR U

I dited by HENRY GODDARD LEACH > 441 Lexington Avenue, New York

CONTINUED ON PAGE . . .

There you are reading an interesting article on distribution and you come to that inevitable "continued on" line. Expectantly you turn—only to find the page torn out. On the other side there was an illuminating article on Direct Mail, torn out by the Sales Promotion Manager for his special file.

Prevent a recurrence by having a personal copy. Mail the coupon back—but do it now!

ADVERTISING and SELLING 9 East 38th St., New York

Please enter my subscription for one year (26 issues) at \$3.00 and send bill.

Name,....

Company

Address

City....

History of Palmolive

[CONTINUED FROM PAGE 22]

numerous other cities, always with like results. I believe that they spent about \$50,000 in local advertising to prove that our appeal was effective. Always the advertising paid for itself as we went along. Then we went into magazines and gained national distribution and sales in ways I shall describe.

L ET me pause for a few remarks. In the tales I recite in this history there is no desire to over-emphasize any parts I played. Our agency was an organization of experienced men who worked together. The head of the worked together. The head of the agency often said that we never sueseeded for anybody who could not have succeeded without us. I do not agree with him. On most of our successes we were the ones to discover and develope the adventising experiments. velop the advertising opportunities. That was naturally so because that was our business. The plan, the theory and our creations. But one necessity was an acceptable product. That depended on the makers. Another necessity was good business management. I consider the Palmolive success as particularly due to that after the route was discovered. The leading factor was the Charles Pearce who came to us that

fateful morning in 1911.

The purpose of this business biography is not to claim personal credit. It is to point out to those who follow me certain principles which I discovered by hard work. I have no wish to minimize any other person's part or hurt anybody's pride. No business is created by one man.

After those local newspaper tests on Palmolive it was decided to attain national distribution quickly. There we followed the same lines as in our local efforts. We contracted for a page in the Saturday Evening Post and one in Ladies' Home Journal. There we inserted a coupon good at any drugstore in the country for a 10-cent cake of Palmolive. We sent advance proofs of that page to druggists everywhere, giving figures on the circulation by localities, and pointing out that the eoupon was as good as a dime to the woman and the druggist. As a result we received orders from everywhere for a soap which the dealers had never seen. As I remember, those advance orders exceeded \$100,000.

Jobbers were well stocked—on consignment, I think—so that dealers could quickly get new supplies. When the ads came out the coupon demand was tremendous. After a few days tens of thousands of women were using Palmeling Coupon design the printing dealers. olive Soap, seeking the virtues described in our advertising. And the drugstores of the country, almost to a store, were supplying it. The results in repeat sales were even better than in our local appeals.

Such were the ways in which Palmolive Soap was established, so far as advertising was concerned. Now the Palmolive is the leading toilet soan of the world. The annual advertising expenditure runs into enormous figures. Makers, advertising agents and publishers have gained fortunes in the evolution of this \$700 test.

Some lessons I should like to draw

are these: Human nature our country



BOYS LIFE

37 So. Wabash Avenue Chicago, Ill.

200 Fifth Avenue New York City Lincoln Building Los Angeles, Cal.

Your hardware sells

Paint, oil stoves, locks, electric drills, vacuum cleaners, tires, sporting goods, scooters—his window displays represent a panorama of merchandise required for every day living.

The hardware merchant is an exceedingly busy man. He has little patience for selling appeals which are not planned to meet his specific requirements.

15,000 manufacturers industriously appeal to him to sell their products. To be successful he must be generally conversant with more than twenty basic lines.

He has found it unnecessary as well as impossible to read special publications devoted to each department of his merchandise stock. He has found it unessential to read a sporting goods paper, a paint publication, an electrical journal or any other specialty paper.

He demands a paper having a sympathetic understanding of his individual viewpoint and problems—a publication expressly designed to serve *hardware* merchants and no other trade.

The failure of specialty papers to develop any appreciable volume of paid circulation in the hardware field, conclusively indicates that these merchants regard them as a superfluous luxury.

To treat each basic line concisely and completely, to give this busy merchant an accurate report on market prices and conditions, to provide him with the current news when it is alive and valuable—to accomplish this task efficiently and keep each issue readable and easily digested, requires publication on a weekly basis.

HARDWARE AGE meets this opportunity. It is the only weekly publication in the hardware trade. It is accurately designed to meet all of the requirements of successful hardware merchants.

HARDIFARE AGE has performed this task completely for more than 72 years. Hardware merchants gladly pay \$3.00 yearly for it, although they receive free and uninvited a deluge of hardware, electrical, sporting goods, automobile, paint papers—almost all mailed without the hardware dealer's desire, request or interest.

merchant 6000 items....

HARDWARE AGE has formulated its editorial policy exclusively for the hardware merchant. It has carefully departmentized each issue.

- [1] The first issue of each month features cutlery and tools.
- [2] The second issue of each month features sporting goods and toys.
- [3] The third issue of each month features automobile accessories.
- [4] The fourth issue of each month features paints.
- [5] Every fourth issue contains a complete section. "ELECTRICALGOODS" devoted to the merchandising of electrical appliances, radio and equipment.

"Electrical Goods" Offers Manufacturers a Unique Advertising Opportunity

This section is published every fourth week 113 times annually as a part of HARDWAREAGE and the DRYGOODSECONOMIST. It offers manufacturers a circulation of 36,000 paid readers covering two of the most important outlets for electrical merchandise—the hardware and department store field. \$400,000,000 worth of electrical merchandise pass over the counters of these two retail outlets during the year.

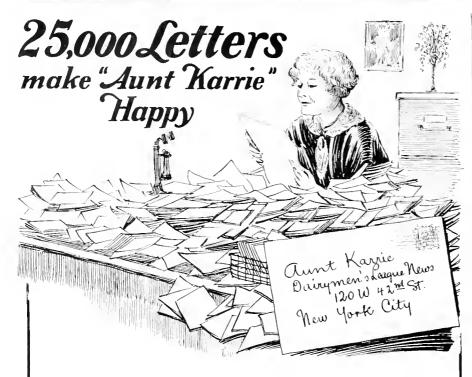
Almost without exception every leading manufacturer of electrical merchandise is realizing on the opportunity offered to him in these two great merchandising circulations.

HARDWARE AGE

239 West 39th Street

New York City

Charter Member—A.B.C. Charter Member—A.B.P.. Inc.



"AUNT KARRIE" is the capable conductor of the "Ko-op" Kiddie Korner" in the Dairymen's League News. Her mail is tremendous; more than 25,000 letters were received during 1926.

This enthusiastic juvenile response is but an indication of the real reader interest on the part of Dairymen's League News families. From earliest childhood the youngsters are taught that this is their paper.

Mother studies the Home Page where she finds the problems of the busy farm woman treated with insight and understanding. Dad himself pores over the market reports and the Savage Feed Service. When tired, he enjoys one of George Duff's droll stories.

Your advertisement will go before keen eyes and responsive hearts when published in the Dairymen's League News.



The American Handbook of Printing

Here is a remarkable opportunity to obtain a complete knowledge of the uses and relations of the various printing arts. The American Handbook of Printing is indispensable to the workman desirous of extending his knowledge of the other branches of printing and to the advertising man interested in this important branch of his activities.

Size $5\frac{1}{4} \times 7\frac{1}{2}$ inches, cloth boards, \$2.50; 20 cents extra for postage and packing.

The American Printer, Inc., 9 East 38th St., New York, N. Y.

over is about the same. The appeal which won in Benton Harbor won from coast to coast.

One does not need to sell a product twice. One can rarely afford to sell to both dealers and consumers. If you sell the consumer the dealer will supply the demand. That is more important today than in the old days. Both personal salesmanship and advertising are more costly than they were.

Quick volume is more profitable than slowly-developed volume. When one proves that a plan is right and safe, the great object is quick development. Attain the maximum as soon as you can.

The simple things, easily understood, striking a popular chord, are the appeals which succeed with the masses. They often sound to the intellectual like excerpts from Mother Goose. Dutch Cleanser chases dirt; Ivory Soap Floats; Gold Dust Twins Do Your Work; Children Cry for Castoria; Keep That Schoolgirl Complexion—such things win the nine-tenths.

I once knew a man who was advertising business books. They were instructive, based on exceptional experience; books that any business man should read. But the publisher could not sell them at a profit. He consulted an advertising expert in our office. About all the expert did was to suggest the announcement, "Your name will be printed in gilt on each book." We might naturally say that such an announcement to a business man would not prove important. But it made that set of books a success. It gave the books some distinction, some personality that won, beyond all the logical arguments.

A life insurance company solicits business by mail from men considered wise. The usual arguments would stir few men to action. But this company states that a leather-covered memorandum book with his name in gilt is waiting his acceptance. Simply tell them where to send it. At the same time tell them the date of your birth, etc.—facts on which to present an insurance proposition.

THIS offer, I believe, goes only to men of affairs; men who are supposed to be absorbed in large business problems. But it gains a reply from a very large percentage. Those men of affairs dislike to think that some little book which belongs to them—perhaps a tencent book—is being overlooked. Such is human nature.

Now back to the Palmolive Company. The success of Palmolive Soap led these good people into many advertising adventures. Some proved difficult, some impossible, though the same people were behind them. Which goes to show how essential is a popular appeal, the selection of which is a gamble.

One difficult one was Palmolive Shampoo. One would think that the millions of friends of Palmolive Soap would mean a wide welcome for this shampoo. But things seldom work out that way. Each item in advertising must depend on its own appeal. The world is not willing to concede that the man who can do one thing well can equally well do another. I have never found them willing to approve me as a singer.

Palmolive Soap had a beauty appeal; Palmolive Shampoo did not. So the products were wide apart, despite the

MAKING SALES IN THE FALL OF 1927

HE LITERARY DIGEST enters every week the homes of over a million alert, intelligent, thinking families. Further, it reaches them with the speed of a weekly newspaper. For The Digest, in spite of the increase in size and number of copies printed weekly, continues to adhere to the close schedule by which it reaches its readers everywhere seven days after it goes to press.

The Digest is an advertising medium that is quick and sure in its service. It is read the week it is received, and referred to again and again because it is a magazine of fact and authoritative news.

The readers' demand for news and the late editorial closing date necessitate speed. Advertising copy received in New York on Wednesday can be delivered eight days later to 1,400,000 homes in every state and every community.

Speed in editorial service makes The Digest the most necessary and informative of magazines.

Speed in advertising service has led it to adopt the slogan

IMMEDIATE NATIONAL PUBLICITY

The <u>Jiterary</u> Digest

Advertising Offices: NEW YORK : BOSTON : DETROIT : CLEVELAND : CHICAGO

\mathcal{N}_0 , VI

FROM OUR CODE OF ETHICS

"Estimates given on new work shall be considered as approximate only."



ROFESSIONAL typography, as practiced by the members of the

Advertising Typographers of America, means economy for the producer and consumer. A good product, a good agency, and A.T. A. typography create that irresistible desire to buy.



New York Group of

Advertising Typographers of America

461 Eighth Avenue, New York

Ad Service Co. / Advertising Agenties' Service Co. / The Advertype Co., Inc. Associated Typographers / E. M. Diamant Typographic Service / Frost Brothers David Gildea & Co., Inc. / Montague Lee Co., Inc. / Frederic Nelson Phillips, Inc. Standard Ad Service / Supreme Ad Service / Tri-Arts Press, Inc. Typographic Service Company of New York, Inc. / Kurt H. Volk, Inc. The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK

NOTE: The readers of Advertising & Selling are the best men in the advertising business to We'll introduce work for. you in

The Market Place

They had no same famous name. unique claims for the shampoo, nothing to win users from their favorite brands. So I asked to be excused from attempting that line until we had created an appeal as strong as the complexion appeal on the soap.

In time they presented several pos-bilities. The one I liked best was a fruit oil from an island near Japan. They brought me many photographs of Japanese women living on that island who had luxuriant hair. The pictures were taken with the women standing on chairs, their hair trailing to the floor. The story was that French hair tonic makers had for years monopolized that oil. The contract was about to expire and because of the about to expire, and because of the war it was not to be renewed. That was before the vogue of bobbed hair, was before the vogue of bobbed nair, and I felt that this fruit oil offered a strong appeal. I may have been right or wrong. We would have proved that by testing had the oil been obtainable. I wanted them to drop the name Palmolive and name this Itzu-Oil Shampoo, that the island this hand which produced the oil after the island which produced the oil. But the deal fell through for some reason, so I have no way of knowing what those claims might have done. My object in bringing the subject up is to contrast products with certain strong appeals and without them. Palmolive Shampoo proved exceedingly difficult.

A NOTHER product in the same line shows the contrast. That is Palmolive Shaving Cream. When the Palmonic olive people brought that to me I argued in the same manner as I had argued on Shampoo. The fact that Palmolive Soap had struck a popular chord was no evidence in favor of Palmolive Shaving Cream. But they asked me Shaving Cream. But they asked me to try it out. The problem was hard. Every shaving cream customer must be won away from some other cream or soap. The fact that they buy the other cream indicates that they like it. Most men are wedded to some favorite brand. Investigation revealed no distinctive factor in Palmolive Shaving Cream effective enough for our purpose. It is one of the best creams made. But a claim of "the best" is too common to impress. So I did in that line what I have in done in numerous lines with success. I based the claims on factors which were not

unique, but which rivals had never stated in a specific way.

I sent out some research men to interview men by the hundreds. I asked them what they most desired in a shaving cream. Then I took those answers to Milwaukee, then the home of Palmolive, and submitted them to V. C. Cassidy, chief chemist. I said, "These are the factors men want. They may get them in other shaving creams, but nobody yet has told them. Give me actual data on these results as applied to Palmolive Shaving Cream."

Men wanted abundant lather. The chemists proved that Palmolive Shaving Cream multiplied itself in lather 250 times. Men wanted quick action. The Palmolive chemists proved by tests that within one minute the beard absorbed 15 per cent of water, and that made the hairs wax-like for cutting.

Men wanted enduring lather. Chemists proved that Palmolive Shaving

Cream retained its creaminess for ten minutes on the face.

Palm and olive oils were accepted as lotion. But I asked Mr. Cassidy if there was anything else about shaving

Are Readers of Industrial Advertising Below the Average in Intelligence?

facts

The young fellow at the gasoline filling station said he didn't get time for much reading, but he certainly got a lot out of that "Story of Philosophy"

The plumber thought Jack Dempsey would come back but we had interrupted him while deep in the Harvard Classics

The mining engineer was wild about Henry Raleigh's illustrations

The service manager had composed a fox trot although he was more interested in more serious work and was a devotee of Charles Gounod

The works manager was sure Dean Cornwell was the American Frank Brangwyn

The electrician had been a German aviator in the war. He knew Goethe and of course Shakespeare

The general manager had just finished "Revolt in the Desert." He went back to "Plutarch's Lives" which he had heen reading from time to time

He also reads Petroleum Marketer

He also reads

Domestic Lugineering

He also reads Engineering & Mining Journal

He also reads National Petroleum News

He also reads Antomotive Industries

He also reads Electrical Record

He also reads Iron Age

LARGE part of the advertising executed by this agency has been what is known as "indus- EMPIRECEBOLTS.



trial advertising", that is, of a technical or semi-technical nature, usually addressed to manufacturers or to wholesalers and retailers, though a great deal of our work continues on to the ultimate consumer.

The consumer magazines are filled with advertisements designed to sell the great mass of American people who, as James Montgomery Flagg once said,

look, think and and act exactly like George Horace Lorimer. These advertisements are usually of a pretty high calibre as to general theme, language, art treatment and typography. They are an intelligent appeal to an average of intelligence that seems fairly high.

It must pay.

But look at your business and trade magazines. Outside of a few shining examples, the

average industrial advertisement usually over-

looks the fact that the reader is a human being, interested in the human side even of engineering, that his education has

fitted him to understand the proper use of the English language, and that even a high school education develops an aesthetic sensibility to good art work and typography.

We believe that any advertiser

who takes the pains and spends the money (regardless of its relation to the cost of the publication's page rate) to bring his story up to the level of the average industrial reader, will get a return for his

money that will surprise him.

.... Oh yes, we believe in coupon advertising, too.

Quers and Golden

GRAYBAR BUILDING **NEW YORK**



	e spending following r					
	should we s	spend to t	nake that	advertisin	g of more	value
W/lyar		spend to i	mane time		b	,
Name	of Advertiser.					
Name Produ			<u> </u>			



The 1927-28 theatrical season is now under way and both local and national advertisers should avail themselves of this opportunity to present their message in the most direct and effective manner to this Selected Market

—that is, through

Distributed in all

ADELING CENTRAL ESTABLISH THE PROSTRE IN THE P

features that will increase the in-

terest of theatre patrons in THE

PLAYGOER-and further en-

hance its value to the advertisers;

practical suggestions to

that end are welcome.

the Leading Theatres

She Clyde W. RILEY ADVERTISING System

Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To

familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

Robbins Publishing Co., Inc.
9 East 38th Street New York

GAS ENGINEERING AND APPLIANCE CATALOGUE cream which the ordinary man did not realize. He said that the greatest factor was unrecognized. It is was the reason why men could not use in shaving an ordinary toriet soap: the fact that the bubbles are not strong and enduring. They must wedge in between the hairs and hold them erect, like wheat prepared for mowing. So we caimed for Palmolive Shaving Cream, and rightly, bubbles that meet the requirements.

Probably other shaving creams could meet the same specifications. I have no idea that one manufacturer far exce.s some others in this line. But we were the first to give figures on results. And one actual figure counts for more than countless platitudes.

I am told that in 18 months Palmolive Shaving Cream dominated the field it entered. If so, it was because we substituted actual figures for atmospheric claims.

Anybody who reads this, interested in real advertising, should get the points I introduce. You cannot go into a well-occupied field on the simple appeal, "Buy my Brand." That is a selfish appeal, repugnant to all. One must offer exceptional service to induce people to change from their favorite brands to yours. The usual advertiser does not offer that exceptional service. It cannot be expected. But giving exact figures on that service which others fail to supply may establish great advantage.

Take the example of Mazda lamps, or tungsten lamps in general. The claim that they give more light than carbon lamps makes slight impression. Everybody expects one seller to claim advantage over others. But when you state that tungsten lamps multiply efficiency three times is something for all to consider.

Back of all this lies the principle of personal salesmanship. All advertising should be based on that. Meeting a woman at her door is much like meeting her around her evening lamp. The same principles of salesmanship apply. And advertising is salesmanship-in-print.

In the tenth chapter of his autobiography in the October 5 issue of Advertising and Selling, Mr. Hopkins will describe his success in the advertising development of Puffed Grains and Quaker Oats.

The Idle Sword

[CONTINUED FROM PAGE 25]

taken into consideration the mightiest weapon it could possibly employ—a weapon swift in accomplishment, thorough in results—the weapon of public opinion.

Anti-Saloon League propaganda, and that term itself carries with it a stigma, has only been a feeble step in the direction of the goal. An appropriation of \$50,000 some time ago for a billboard campaign (none of which billboards I ever saw) is negligible when it is placed alongside the \$100,000,000 necessary for proper enforcement. From an editorial on the subject we learn: "In order really to enforce it (prohibition) by land or sea, officials in charge of it believe more than \$100,000,000 annually will be needed. Borders must be patrolled, the 'dry navy' increased, the secret service expanded, and the personnel of existing units recruited. . . ."



ADVERTISING and SELLING

FOR some reason a certain percentage of people will not buy things they can easily

afford and actually would like to have until they are forced into a purchase.

These people in the Small Towns and on the Farms are few, because

Retail distributors in the Small Towns strenuously follow-up the live leads created by national advertising in their Country newspaper.

That is another reason why national advertising in Country newspapers achieves its fullest possibilities.

6770 selected Country newspapers are represented by



122 So. Michigan Avenue CHICAGO 225 West 39th Street New York City

2111 Woodward Avenue DETROIT

Selling seasonal goods the year around is possible, if you sell to Argentina. Its winter is our summer, our summer its winter. Argentina is one of the richest per eapita countries in the world, and U. S. exports in 1926 amounting to \$143,600,000 were bought at the rate of about fifteen dollars for every man, woman and child in the republie.

With 60% of the population in eities—2 million in Buenos Aires-marketing and distribution problems are simplified. ready made market already sold on American goods, it will respond to earefully planned advertising in the same way that brings success in America.

LA PRENSA, the national newspaper, with a net circulation of 250,596 in July (330,783 Sunday) and more than 1,200,000 lines monthly in 1927 to date, is the one necessary medium to increase sales in this eager, growing market.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

F. A. Parkhurst Gives Proved **Methods for Cutting Costs**



F. A. PARKHURST

T IS with sincere gratification that we announce a series of eight articles by Frederic A. Parkhurst, "Applied Methods for Manufacturing Control" begins in September MANUFACTURING INDUSTRIES.

Mr. Parkhurst is one of the most eminent engineers in the country—a recognized authority on questions of management and organization. He is working with firms of national reputation like White Motor, Gilbert and Barker, Prophylactic Brush, Dayton Steel Castings, and the Fiberloid Company.

This series gives full details of methods which are proving extraordinarily successful in reducing costs and increasing profits under current conditions. No other articles of equal importance to all manufacturing executives from superintendents to presidents have been published in many years. They will be read and used in hundreds of leading plants throughout the country.

MANUFACTURING **INDUSTRIES**

Publication of The Ronald Press Company, 15 E. 26th St., New York Member A. B. C.—A. B. P.

There is no word here of educational publicity, no attempt to abolish the demand for liquor; simply a gigantic effort to control the supply—an effort which, so far, has failed. "Millions for enforcement, but not one cent for education," seems to be the slogan of the prohibitionists.

LET us "heckle" the government with a few questions, and let the government answer those questions in a nationwide campaign for law enforcement, and I believe with every question answered it would recruit thousands to the side of law-observance and prohibition.

Was the Prohibition law "slipped

ver" on the country during the war? Would the votes of the men overseas have materially affected the passage of the law?

What was the need of prohibition in the United States?

How does it benefit the country? Why believe that it helps me personally?

How can personal liberty be reconciled to prohibition?

Isn't prohibition doing as much harm as good in making drinking "fashion-able"?

Won't the continually increasing costs of enforcement weary the taxpayer?

These are some of the questions asked in every prohibition discussion. These are the questions that remain, unasked, but they are present, nevertheless, in the minds of millions who realize there is a law, but who cannot understand the reason for it.

Why has the government left idle its

most powerful sword?
A nationwide advertising campaign which would put the message of the government in editorial form in every newspaper, magazine, trade paper, farm paper, and, in fact, in every medium known to advertising, would not approach the expenditures now cast into secret service, rum blockades, and padlocking campaigns. A series of sincere, logical, convincing appeals in the pages of our great metropolitan dailies signed with all the dignity of the United States Government could do more to accomplish what our govern-ment is striving for with force and secrecy, than an army of agents and informers.

To cite only random examples of the possibilities of an advertising campaign of this nature, consider the success of the "Safety First" campaigns, the "Health Week," the flood and earthquake appeals, the Liberty Loan call, the 18 to 45 draft law, the Red Cross drives, all of which owe their successes to advertising and publicity.

Who Pays for Advertising?

[CONTINUED FROM PAGE 36]

meant those dealing in the same general class of merchandise. This operation quite common occupies a great deal of the attention of business people and is often resolved into what may be called trade battles. It is what economists are apt to call the life of trade. It is the commonest and most devious manner of increasing business. 2. Other Kinds of Goods.

jewelers will tell you that their trade is suffering because of the automobile. Perhaps butchers and clothiers will say the same thing. Perhaps these merchants entirely overlook the fact that this same automobile also widens the possible area of their trade and may be made the means of increasing their volume, instead of lowering it. Perhaps people can be induced to buy chewing gum instead of cigarettes, or tea instead of coffee. Every dollar held by the consumer is the object of competition on the part of all classes of business. Volume in any line may he developed by diverting dollars from entirely different lines.

of business. Voume in any line may be developed by diverting dollars from entirely different lines.

3. Increasing Wants. Before radio arrived, the consumer had no dollars of appropriation for radio equipment. Suddenly he had many such dollars. In just this manner, though not always with such dramatic suddenness, new wants are created and volume developed for many new things. This is the story of our rapidly advancing civilization. Through advertising we are taught new desires and needs. Our process of satisfying them is the process of building volume for new manufacturers. Most goods begin their history as novelties, then become luxuries, then staples. Some pass on into the field of necessities. All of which makes the possibility of volume. This volume is very apt to flow in the direction of the advertiser.

4. From Non-Advertisers. This is one of the most fruitful sources of volume. It may not occur to the non-advertiser that he is paying for advertising without enjoying its benefits, but such is certainly the case.

ROM these four sources and perhaps some others, volume may be and is increased through the process of sound advertising. The advertising not only develops volume, but also generally shortens the period required for such development. It has been "truly said that advertising is to merchandising what the element of time is to banking. Just as interest accrues to invested eapital so profit and good-will accrue to advertised merchandise. The more powerful the advertising, the greater the profits and the shorter time required to make a small business into a large one.

Since, therefore, the cost of advertising comes not as an extra price from the consumer, nor as a tax upon the manufacturer, but as an economic return upon the development of volume, it will not do to regard advertising as an expense item. We advertising men should not use the word "appropriation." When you put \$1,000 in the savings bank do you call it an appropriation? Advertising is an investment. It should always be so called, particularly by us advertising men. We should by our very terminology teach the business men of America to think of advertising in terms of investment.

Don't buy advertising—don't sell it—don't have anything to do with it unless you can regard it as an investment and a very sound investment.

If we will train ourselves, our cus-

If we will train ourselves, our customers, and our employers, to think along these lines, then their question will be not how little advertising they can get along with, nor how cheaply they can buy it but—how much can they invest in advertising—and how can it be most wisely invested.



In the very center of things on the Beach and the Boardwalk.

"Dual Trio" Radio Concert every Tuesday evening --Tune in on WPG at 9



FIFTY years of hospitable, homelike service, with ever-increasing material charm, have made Chalfonte-Haddon Hall more like personal friends than hotels to those who love to go down to the seashore for rest or recreation.

Fall and winter days are especially invigorating on the Boardwalk and the beaches—luxuriously comfortable in steamer chairs on the broad deck porches. Fascinating shops—theatres—music—and fine GOLF.

American Plan Only , Always Open

* Illustrated Folder on Request

LEEDS AND LIPPINCOTT COMPANY

The Art and Practice of Typography

EDMUND G. GRESS

615 high-class type arrangements of permanent applicability—the majority in color—with approximately 100,000 words of text relating directly to the examples shown, constitute this indispensable book written for the typographer.

Historical information combined with practical instructions make this an extremely interesting, as well as an instructive volume.

300 pages, 41 inserts, 615 illustrations, size 9½x12¼ inches, strongly bound in cloth, \$10.00; 45 cents extra for postage and packing.

The American Printer, Inc. 9 East 38th St., New York, N. Y.

Marketing from



... announcing a series of important articles by Professor Melvin T. Copeland of Harvard

Beginning with the next issue and continuing for twelve consecutive numbers, we shall publish a series of important articles on the marketing problems of the manufacturer selling from industry to industry — as differentiated from the problems of the manufacturer marketing a product for popular consumption.

For several years Professor of Marketing at the Harvard School of Business Administration, Dr. Copeland has made an intensive study of this subject. For the past six months he has visited the major executives of plants in "vertical" as well as "horizontal" lines of manufacture, discussed current marketing

Industry to Industry.

problems and the methods by which the most enterprising manufacturers are meeting them. His articles are neither "inspirational" nor theoretical. They are based on the well known case method of studying actual problems and their solutions.

We believe this series constitutes a new literature on the subject, since it comprehends the entire movement of merchandise from the shipping floor of one manufacturer to the receiving departments of other industrial organizations. Whatever articles have been published in the past have been in the nature of single incidents. This series starts at the basis of determining a marketing program and logically develops every step of analysis of industrial buying habits, market study, distribution, servicing, dealer relations, etc.

The articles have been read by leaders in industry as well as the most prominent industrial publishers who have generously opened their files and research records to Dr. Copeland. Not only will the articles serve as an admirable sales-method check for the alert industrial manufacturer, but will be helpful to advertising agents who ordinarily would have to dig out such material at their own time and expense. Moreover, they will give to the manufacturer of articles of popular consumption a clear picture of the commercial requirements of Industry. and suggest new markets that perhaps at present are being neglected.

People READ Advertising & Selling

WHEN PEOPLE READ A MAGAZINE, IT'S A SAFE BET THAT THEY ALSO READ ITS ADVERTISING PAGES.



Rate for advertisements inserted in this department is \$3.00 per inch. Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Help Wanted

ADVERTISING SALESMEN

The development of our business has made an opening for an able advertising salesman.

A record of initiative is of vital importance A good knowledge of sales and marketing is necessary and such experience in grocery and hardware fields would be desirable.

Please give us a brief outline of your career, The information will be held strictly confidential. Trade Division, The Butterick Publishing Company, 79 Madison Avenue, New York City, Publishers of "Good Hardware" and "The Progressive Grocer."

Position Wanted

A MAN

A man whose work has attracted attention in his industry and who is now doing important work for a large corporation.

A man who can plan, write and layout your advertising the way you want it done.

A man who can put your ideas and your thoughts into result producing advertising campaigns

A man whose experience will save your money on art work and production.

A man whose selling, engineering and advertising experience of fifteen years qualifies him for the position of advertising manager (probably for some industrial advertiser), or copy writer for some agency.

If this man interests you let him tell you his story. He is thirty-five years old, married, and his holdness are gardening, birds and writing

Address Box 480, Advertising and Selling, 9 East 38th Street, New York City.

ADVERTISING — MERCHANDISING SALES PROMOTION — SELLING Advertising executive—age 29—experienced all phases advertising merchandising sales promotion—sales management—desires association with

tion—sales management—desires association with national advertiser.

Worked with retailer, jobber and their sales organizations. Now advertising and assistant sales manager of prominent manufacturer with factory chain stores and national distribution.

Has university education, fundamental lusiness background, ability to produce results and sufficient energy and perspective to plan and completely excente successful retail and national sales and advertising campaigns.

Present earnings \$5,700.00.

Address Box No. 481, Advertising and Selling, 9 East 38th Street, New York City.

Positions Wanted

LES AND ADV. EXECUTIVE WITHE FOLLOWING EXPERIENCE 18 AVAILABLE

10 years as advertising and sales promotion an with a large manufacturing company.

11 months in the Publicity Division of the S. Marine Corps.

years in newspaper editorial and advertising

This man has developed and conducted a suc-

This man has developed and conducted a successful statewide advertising and sales promotion campaign for an organization of retailers.

He has also taken over the salesmanship of a laundry which was losing money four years ago and which today is the best paying laundry property in its territory and one of the outstanding laundries in the country.

Box No. 482, Advertising and Selling, 9 East 38th Street, New York City.

Stationery and Printing

STATIONERY AND PRINTING

Save money on Stationery, Printing and Office Supplies. Tell us your requirements and we will be pleased to quote lowest prices. Champion Stationery and Printing Co., 125 Church Street, New York City, Phone Barclay 1295.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

Miscellaneous

BOUND VOLUMES

A bound volume of Advertising and Selling makes a handsome and valuable addition to your library. They are hound in black cloth and die-stamped in gold lettering. Each volume is complete with index, cross-filed under title of article and name of author making it valuable for reference purposes. The cost (which includes postage) is \$5.00 per volume. Send your check to Advertising and Selling, 9 East 38th St., New York

BINDERS

Use a binder to preserve your file of Advertising and Selling copies for reference. Stiff cloth covered covers, and die-stamped in gold lettering, each holding approximately 9 issues, \$1.85 including postage. Send your Check to Advertising and Selling, 9 E. 38th St., New York City.

Personal Letters

[CONTINUED FROM PAGE 24]

Another value of the selling type of letter lies in the fact that the dealer can put it aside and read it at the most convenient time. He may receive salesmen in person at inconvenient times but the experienced salesman always detects this and knows also that while the dealer may appear to be listening to him, he is paying only half attention. So one letter-writing salesman says, "When I have to tell my story to an obviously preoccupied dealer I always follow the call up with a personal letter covering the same ground. The dealer may be pre-occupied when he gets the letter, but the chances are that if he is he will put it aside until he can give it proper attention. If the letter is really good, he may even want to read it two or three times.

At this point any salesman who may be reading these words may object, "But I haven't time to write letters." The objection is valid up to a certain point, but no further. The suggestion here is not that the salesman should turn himself into a direct-mail artist, but merely that he may use an occasional letter in a very effective way. The chief time-taker in writing a good letter is the time required to think out what is to be said or to find some happy and striking way of putting it.

All through the salesman's day are time losses. He waits half an hour to see Mr. Blarney. Well, why not—during that waiting period—think up a good letter to write Mr. Blaine who has just taken on the line? All that is needed is a fountain pen and a pocket notebook. Mr. Blarney is furnishing the time!

During train rides also there is time to think out such letters. And there are lots of worse ways to spend an evening than writing letters which help to build up the salesman's volume.

Where only a limited number of dealers are in a town, and in the small towns and villages where only a single dealer may be called on, the salesman may have waits for trains which may be turned into opportunities to write effective letters.

Many salesmen will remain salesmen all their lives. But the ambitious salesman looks forward to winning an executive position. Here his effectiveness will depend in part on his ability to write a good letter. To write good letters requires practise. A salesman cannot go on for years without practising this art and then expect to be proficient just because he is plopped down into a sales executive's chair. So it is to his own best interest to cultivate the ability to write a good letter. Such a talent when developed may count heavily in his favor when promotion time comes round.

To sum up, then, the personal letter is a very effective tool which is too often missing from the average salesman's kit. It can be used in many ways to tie the dealer closer, to keep him warmed up, and to develop the

salesman himself.

Monosyllables

[CONTINUED FROM PAGE 27]

use, and register as quickly with the day laborer as with the most accom-plished scholar. Also, it is very evident that practical writers who address the masses and who know what will be understood, select words by their degree of public-familiarity and not by dimension.

On the other hand, a great many of our least understood and seldom used words are monosyllables, and the copywriter who is shackled by rules regarding word-length, might easily, just for spite, concoct some wonderful examples of incomprehensible English. He would be strictly in obedience to the rule, but few indeed could understand his writing.

How many of the brethren can give the meaning of the following words without looking them up in the dictionary?

nene	skirl	aine	tiid
chyle	alt	bere	tor
marl	nock	tret	tun
dibs	vril	Reek	

All good monosyllables, every one of The dictionary contains many them. The dictionary contains many more. So why not use them next time you wish to impress Sweeny? can't find any shorter ones.

Pittsburgh Press Reorganization

Harry C. Millholland, for many years an outstanding factor in the operation of the Pittsburgh Press, a Scripps-Howard newspaper, has been advanced from the office of vice-president and advertising manager to that of president of the Press Publishing Company. Owen M. Phillips, business manager, has been made vice-president. Frank T. Carroll, formerly with the Indianapolis News, comes to the Press as assistant business manager. Other changes in the reorganization include the appointment of C. A. Mewhorn as national advertising manager and N. H. Tomlinson as local advertising man-

Millholland succeeds William G. Chandler as president, Mr. Chandler now being general business manager of all the Seripps-Howard newspapers, with headquarters in New York.

His connection with the Pittsburgh

Press dates from 1884.
Frank T. Carroll, who now leaves the post of advertising director of the the post of advertising director of the Indianapolis News to become assistant business manager of the Press, will take up his new duties Sept. 20. Mr. Carroll began his career in Detroit with the Detroit News. He was later advertising manager of the Bay City Times and from 1911 to 1913 was associated with his brother, Dan A. Carroll, in New York. In 1914 he was appointed assistant to the business manager of the Indianapolis News, becoming advertising director in 1924. Mr. Carroll has taken an active interest in the advancement of advertising practice and for four years was president of the Association of Newspaper Advertising Executives, declining reelection at the Denver convention in June.

C. A. Mewborn, now national advertising manager of the Press, is a former New Yorker, having been associated with the Capper Publications. Wallace C. Richardson, Inc., and the W. D. Boyce Company.

Advertisers' Index

6

		©
	[a]	[h]
	Advertising & Selling	Hall, S. Roland
	American Architect	[<i>i</i>]
	Animated Products Corp. 50 Apeda Studio, Inc. 61 Associated Business Papers 95	Iglestroem Co., J. 61 Indianapolis News 4 Indianapolis Star 50 Industrial Power 72 Iron Age 39
	[b]	[l]
	Baker's Weekly	Lennen & Mitchell, Inc. 49 Liherty 69 Lillibridge, Ray D., Inc. 55-56 Literary Digest 79
	Butterick Publishing Co 16	[m]
	[c] Chalfonte-Haddon Hall	Manufacturing Industries81Market Place88McCall's Magazine47McClure's Magazine45McGraw-Hill Book Co., Inc.62McMillan, Inc., W. C.Facing 51Myers & Golden, Inc.81
	Chicago Daily News, Inside Front Cover Chicago Evening American	[n]
1	Children, Magazine for Parents 71 Cleveland Press 41 Collier's 61 Columbus Dispatch 63	National Register Publishing Co 61 New York Daily News
	Cone Advertising Agency, Andrew	[p]
	Currier & Harford, Ltd 66	Penton Publishing Co
	[d]	[8]
	Dairymen's League News 78 Delineator 16 Des Moines Register & Tribune-Capital 37 Detroit Free Press 7 Detroit-Lekand Hotel 54 Drug Topics 16	Shoe & Leather Reporter 60 Shrine Magazine 60 Simmons Boardman Publishing Co 33 Standard Rate & Data Service 97
		[t]
	[f] Farmer's Wife	Textile World 91 Time 11 Topeka Daily Capital 66 Topics Publishing Co. 16 Tulsa World 62
		[u]
	[g]	United Publishers Corp
	Gatchel & Manning, Inc	[w]

Good Housekeeping



The NEWS DIGEST

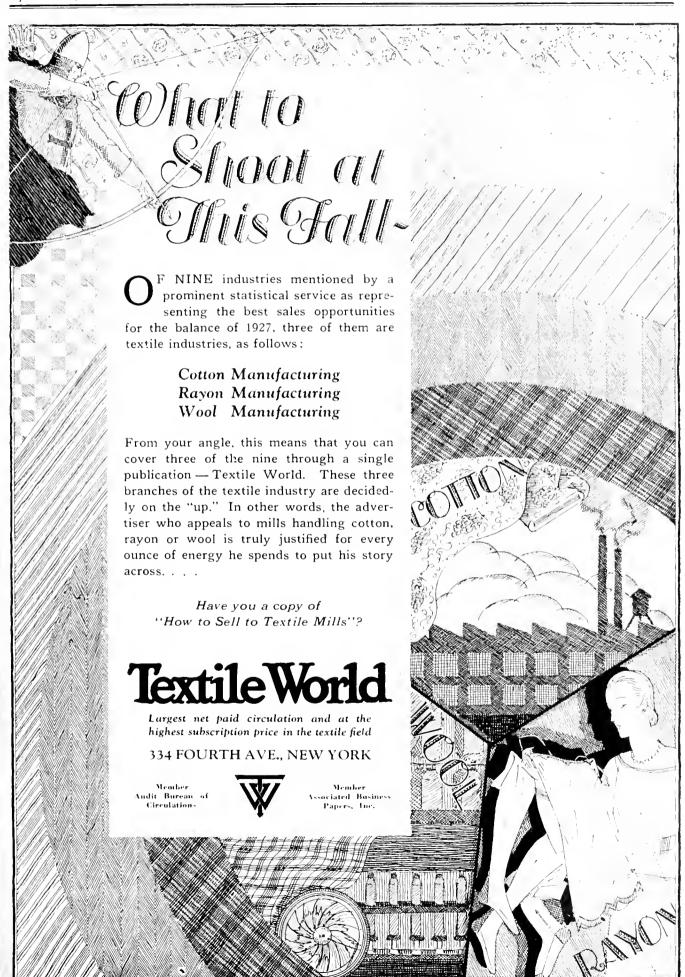
A complete digest of the news of advertising and selling is here compiled for quick and convenient reference Se The Editor will be glad to receive items of news for inclusion in this department & Address Advertising AND SELLING, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL (Advertisers, etc.)

Name	Former Company and Position	Now Associated With Position
P. J. Kelly	. Mason Tire & Rubber Co., Kent, Ohio, Adv Mgr	v. .The B. F. Goodrich Co., .Akron, OhioAdv. Dept.
J. L. Marshall	.Bryan, Koeltz & Marshall, Louisville, Ky., Ger Mgr	1.
F. H. Riegel	.McGraw-Hill Publishing Co., New York, Adv Service Dept	V.
H. W. Topley	. Spicer Mfg. Corp., Plainfield, N. J., Western Sales Mgr.	. Lord Mfg. Co., Erie, Pa. In Charge of Sales, Detroit Office
J. A. Mitchell	.McKesson & Robbins, Inc., Bridgeport, Conn Gen. Sales Mgr	
H. W. Wilcox	.Gantner & Mattern Co., San Francisco, Cal., Adv. Mgr.	. Caterpillar Tractor Co., San Leandro, Cal Adv. Staff
F. L. Pierce	. Federal Motor Truck Co., Detroit, Vice-Prein Charge of Sales	S.
Phyllis Beveridge	.Russek's, New York, Stylist	

	CHANGES IN PERSONNEL	-(Agencies, etc.)
Vame	Former Company and Position	Now Associated With Position
H. G. Foster	. National Broadcasting Co., New York	.Barton, Durstine & Os- born, Inc., New YorkMgr. Radio Bureau
S. E. Kiser	.Frank Seaman, Inc., New York	.Barton, Durstine & Os- born, Inc., New YorkExecutive
E. J. Ryan	.(At one time) Lord & Taylor, New York, Advand Sales Mgr.	
II. A. Barton	. Albert P. Hill Agey., Pittsburgh, Pa., Vice Pres.	.The H. K. McCann CoNew York Staff
C. L. Funnell	. Graybar Electric Co., New York, Ass't Adv Mgr.	
B. W. Elliot	. Moser & Cotins, Utica, N. Y	. Chappelow Adv. Co., St. Louis
J. H. S. Ellis	. William H. Rankin Co., Chicago	. Same Company
Wm. S. Nordburg	. William H. Rankin Co., Chicago	. Same CompanyVice-Pres.
D. M. Stoneglass	. Proctor & Collier Co., Cincinnati	.C. C. Winningham, Inc., Detroit
H. H. Hawley	.Chamber of Commerce, Detroit, Research	.C. C. Winningham, Inc., Detroit
G. S. Pattillo	. Charles W. Hoyt Co., Boston, Sec'y	.Same CompanyNew York Office
W. E. Simler	.James F. Newcomb Co., New York, Merchandis ing Counsel	.Andrew Cone Adv. Agcy., New YorkVice-Pres.
G. C. Smith	.Frank Seaman, Inc., New York, Acc't Executive	
R. L. Burdick	. American Gas Assn., New York, Secy. of Conmercial Section	1-
H. C. Sayre	Association of National Advertisers, Inc., Ne York, in Charge of Pub. Data Dept	w





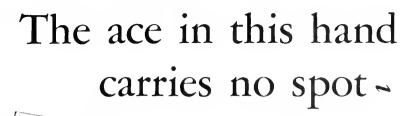
Advertising • The NEWS DIGEST • Issue of Sept. 21, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

	CITATIONS III	
Name	Former Company and Position	Now Associated With Position
	Z. L. Potter Co., Syracuse, N. Y., Head o Market Research Dept	f Association of National Advertisers, Inc., New YorkResearch Dir.
	Gotham Silk Hosiery Co., Inc., New York, Adv. Mgr.	. Williams & Saylor, New York
Stanley Holt	Livermore & Knight, Providence, R. L	. Same Company Mgr. New York Office
Arthur L. Dean	Livermore & Knight, Providence, R. 1., Vice-	.Same CompanyIn Charge of Sales
A. H. Utt	Dispatch, Columbus, Ohio	. Miller-Knopf, Inc., Columbus
M. J. Monaghan	.Royal Baking Powder Co., New York, Adv. Mgr	. Cecil, Warwick & Cecil. Inc., New York Vice-Pres.
W. H. Schrader	. Monroe Calculating Machine Co	Kohorn Adv. Agcy., Cleveland, OhioSales Mgr.
	. Nichols-Evans Co., Cleveland, Ohio, Vice-Pres	Dept.
A. W. Rimanaezy	Free Lance Artist	The Bayless-Kerr Co., Cleveland, OhioArt Director
N. E. Petitt	. Firestone Tire & Rubber Co., Akron, Ohio, Adv. Dept	

		- (37.2)	
	CHANGES IN PERSONNE	L(Media, etc.)	
Na me	Former Company and Position	Now Associated With	Position Position
Harry C. Milholland.	Press Publishing Co., Pittsburgh, Pa., Vice- Pres. and Adv. Mgr	Same Company	Pres.
Owen M. Phillips	Press Publishing Co., Pittsburgh, Pa., Business Mgr.		
	. Wallace C. Richardson, Inc., New York		National Adv. Dir.
A. F. Perrin	. Pit & Quarry, Chicago	Roads and Streets, Chicago	. Representative
E. H. B. Watson	. People's Home Journal, New York Adv. Mgr	.The Farm Journal, Philadelphia	. Eastern Adv. Mgr., New York
E A Neutzenholzer	Beacon, Akron, Ohio, Adv. Mgr	.Sun, Springfield, Ohio	. Pres. & Gen. Mgr.
Miss A. M. Quinn .	.Butterick Quarterly, New York, New Englar Territory	d . Same Company	.In Charge of Chicago Office
J. W. Mersereau	. Butterick Publishing Co., New York Patter Dept		
	Matthews-Northrup Works, Buffalo, N. Y	The Stillson Press, Inc. New York	Direct Adv. Staff
James A. Francis	New York World	Brooklyn Citizen, Brooklyn, N. Y.	k- Adv. Mgr.
A D MaNamos	The Farm Journal, Phila., Eastern Adv. Mg	Resigned	
Marvin S. Knight	The Caples Co., New York, Vice-Pres	Erwin, Wasey & Co., New York	Member of New York Staff



but with the light behind you can see it easily

Time was when the non-expert could hardly tell one white envelope from another—until after he'd used them.

Those days are gone forever. You can buy envelopes now with the same confidence with which you buy your collars.

Columbian U. S. E. White Wove Envelopes are made by the world's largest manufacturers of envelopes. They are made of high-grade white wove paper.

They type well, write cleanly, work perfectly in addressing machine or multigraph, never give trouble in sealing. They are good enough for your first-class mail, and are so reasonably priced that many firms use them for circulars.

You can get them in every commercial and official size, from No. 5 to No. 14, and Monarch. If your regular stationer or printer does not stock them, write us.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of entelopes
SPRINGFIELD, MASSACHUSETTS
With fourteen manufacturing divisions covering the country



The watermark appears in every

envelope

This attractive box with the U.S.E. all-over design will not soil or show dust in your stock



The guarantee protects your customer—and YOU

COLUMBIAN White SE Wove ENVELOPES



Advertising • The NEWS DIGEST • Issue of Sept. 21, 1927



CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
The Silent Automatic Corp	Detroit	Silent Automatic Oil Burners	. Campbell-Ewald Co., Detroit
The Fyr-Fyter Co	Dayton, Ohio		o- . Campbell-Ewald Co., Detroit
The Monroe Auto Equipment Ma	g. Monroe, Mich	Hydraulic Shock Elin	
Southern Cypress Mfg. Assn	Jacksonville, Fla		n .Erwin, Wasey & Co., New York
Bard-Parker Co., Inc	New York	Detachable Blade Surgical Knife	.Frank Presbrey Co., New York
The McMillen Co	Ft. Wayne, Ind	Feed for Poultry ar Live Stock	nd The Geyer Co., Dayton, Ohio
Mint-O-Lax, Inc	Milwaukee	Candy Laxative	. The Koch Co., Milwaukee
The Apex Stamping Co	Riverdale, Ill	Hold-Tite Bottle Cap	s.The Irwin L. Rosenberg Co., Chicago
Reynolds Airways, Inc	New York		a- Wilson & Bristol, New York
The Flako Products Corp	New Brunswick, N. J	J Food Products	Churchill-Hall, Inc., New York
Great Atlantic & Pacific Tea C	oJersey City, N. J	Chain Stores	Paris & Peart, New York
*Thos. A. Edison, Inc	Orange, N. J	Phonograph Division	Federal Adv. Agcy., Inc., New York
The Revere Clock Co	Cincinnati, Ohio	Clocks	Wells Adv. Agcy., Inc., Boston
			Wells Adv. Agcy., Inc., Boston
Amorskin Corp	New York	Importers of Amorsk Rejuvenating Cream	in .Hicks Adv. Agcy., New York
			Arthur Rosenberg Co., Inc., New York
			Hurja-Johnson-Huwen, Inc., Chicago
		_	s.O. S. Tyson & Co., Inc., New YorkO. S. Tyson & Co., Inc., New York
Standard Mailing Machines Co.			
		**	The H. K. McCann Co., Denver Office
Roger & Gallet	New York and Paris	Perfumes	J. C. Bull, Inc., New York
			Charles W. Hoyt Co., Inc., New York
			Hazard Adv. Corp., New York
		lndustrial Equipmen	t.C. J. Oliphant Adv. Agcy., Inc., New York
The Coal Operators' Associat of Illinois	ion Chicago	Coal	The Buchen Co., Chicago
S. Robert Schwartz & Brother	New York	Lamps	E. T. Howard Co., Inc., New York
The Steinite Laboratories			
			Freeze & Vogel, Inc., Milwaukce
			The Richardson-Briggs Co., Inc., Cleveland
Orbon Stove Co			The Chappelow Adv. Co., St. Louis Paris & Peart, New York

^{*}Not to be confused with the Ediphone division of the Thomas A. Edison Company, the advertising of which is handled by the Hauff-Metzger Company, New York.

MISCELLANEOUS

Crumrine Company, Inc., Advertising Agency

. With offices in Chicago, Boston, Detroit, Columbus and San Francisco, has opened a New York office in the Fisk Building, 250 West 57th Street. Arthur M. Crumrine is in charge. This company has also recently opened a branch in Los Angeles.

The Appeal to Leadership!

Now is the time to get your message to the leaders of each business or profession you want to sell or serve

Vacation is over! Back to the full day's work! Business and professional men everywhere are resuming their work and planning the job ahead!

AT this very moment the leaders and managers of every line of business—catering to every industrial, commercial and professional group—are planning their ADVERTISING AND SALES ACTIVITIES.

Now—at this moment—more than at any other time of the year such men are consulting the A. B. P. publication serving their own field—for guidance, practical information and helpful suggestions.

Now—particularly at this season—both editorial and advertising pages of A. B. P. papers are filled with helpful material of every sort—in recognition of the need of the moment.

Shrewd advertisers will be at the center of this timely interest in each field with copy and space intelligently and appropriately planned for use in the A. B. P. PUBLICATIONS.

Every A.B.P. Paper is a Leader and appeals to the leadership in its field

ADVERTISING AND SETTING
AMERICAN FUNERAL DIRECTOR
AMERICAN FUNERAL DIRECTOR
AMERICAN FUNERAL NUT OF DEATER
AMERICAN MACHINES
AMERICAN MACHINES
AMERICAN PAINT FOURABL
AMERICAN PAINT AND OH DEVELOR
AMERICAN PAINTER AND DECORAGE
AMERICAN PAINTER AND DECORAGE
AMERICAN SCHOOL BOXED TO ENAI
ARCHITECTURM FORD
ARCHITECTURM FORD
ARCHITECTURM RECORD CTUET
AUTOMOBILE TRADE JOURNAL ARCHITECTURM, RECORD (THE)
ATTOMORITE TRADE JOURNAL
ACTOMORITE TRADE JOURNAL
ACTOMORITE TRADE JOURNAL
ACTOMORITE TRADE JOURNAL
ACTOMORITE TRADE
BASERS' HETTER
BASERS' WEEKING
BOOT AND STORE RECORDER
BRICK AND STORE RECORDER
BRICK AND STORE RECORDER
BRITISHING AGE AND NATIONAL BUILDIR
BUILDING MATERIALS
RUIDING SATPHY NEWS
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDINGS AND BUILDING MANAGEMENT
BUILDING STORE TRADE
CANADIAN ACTOMORIVE TRADE
CANADIAN GROCER CANADIAN GROCER
CANADIAN MACHINERY AND MEG NEWS
CANADIAN MACHINERY AND MARINE WORLD
FERANCE INDUSTRY
CHEMICAL AND MELYLLURGICAL
ENGINEERING ENGL.
CINS AND INDUSER.
COM. AGE
CONTRACT RECORD AND ENGINEERIN
RIVIEW
TRADE COLION
DATA METM TRADE
DOMESTIC ENGINEERING
HRY GOODS FECONOMIST
DRY GOODS MERCHANTS' TRADE JOURNAL
DRY GOODS REPORTER
DRYGOODSMAN & SOUTHWEST
MERCHANT-FORMOMIST
DRY GOODS REVIEW
SEE COMMISSION OF THE SOUTHWEST
DRY GOODS REVIEW DRY GOODS REVIEW
EDITOR AND PORTISHER
ELECTRICAL MERCHANDISMS.
ELECTRICAL MERCHANDISMS.
ELECTRICAL WEST
ELECTRICAL WORLD
ENGLEERS MONTHLY (THE)
ENGINEERING AND MINING JOURNAL
ENGLIEFERING NEWS RECORD Fire Engineering Fire Protection Foundry (Tite) FURNITURE AGE FURNITURE DOURNAL (TITO) FURNITURE MANYEAGTURER FURNITURE RECORD

CAS AGE RECORD
GIEL AND ART SHOP (THEE)
GOOD FURNICRE MACAZINE
HARDWARE AND MELLI
HERDWARE AND MELLI
HERDWARE AND MELLI
HERDWARE AND MELLI
HOUSE AND LEXIBLE
HOSPITAL MANAGEMENT
HOUSE FURNISHING RIVING
LECTERN TRUD TOURNAL (THE)
LMITEMENT AND HARDWARE TRUD
LOUREMAN. LOURNAL
INDUSTRIAL ARIS MAGAZINI (THE)
INDUSTRIAL ENGLADER
INDUSTRIAL MANAGEMEN:
INIAND DEINTIR (THE)
IRON AGE
IRON AGE
IRON TRADE RIVIEW
JOBER'S SALESMAN
MANUTACHIER RIVIEW
AGE
MARINE ENGLABERING AND SHIPPING
AGE
MARINE REVIEW
MELAN LINDUSTRIAL (THE)
MILL SUPPLIES
MODERN HOSPILM (THE)
MOTOR AGE MELL SUPPLIES
MODERN HOSPILM (THE)
MOTOR AGE
MOTOR TRADE
MOTOR WORLD WHOLESALE
NATIONAL CLEANER AND DVER
NATIONAL HOSPIL REVIEW
NATIONAL LAUNDRY JOLENAL
NATIONAL MILLER
PETROLEUM NEWS
STER (THE SALIONAL PETROLEUM NEWS NATIONAL PROVISIONER (THE) NATIONAL REAL ESTATE LOURNAL NATIONAL UNDERWRITER (THE) POWER POWER HOUSE POWER PLANT ENGINEERING PRINTERS' INK POWER PLANT ENGLSFERM.
PRICHISTS, AGENT (THE)
PALLWAY AGE
RAILWAY AGE
RAILWAY FLECTRICM ENGLSFER
RAILWAY ENGLSFERING AND
MANTENINGE
RAILWAY MECHANICAL ENGLSFER
RAILWAY MECHANICAL ENGLSFER
RAILWAY SIGNATING
RESTAURINI NEWS AND MANAGEMENT
ROCK PRODUCTS
SALES MANAGEMENT
SANITARY AND HEATING ENGINEERING
SHEAR (THE)
SHOE RETAILER (THE)
SHOE RETAILER (THE)
SOUTHERN POWER JOURNAL
SOUTHERN TEXTILE BUILETIN
TEA AND COFFEE TRADE JOURNAL (THE)
TEXTILE WORLD
WATER WORKS ENGINEERING WYLER WORKS ENGINEERING WELDING ENGINEER (THI)



The A. B. P. is a non-profit organization whose members have pledged themselves to a working code of practice in which the interests of the men of American industry, trade and professions are placed first—a code demanding unbiased editorial pages, classified and verified paid subscribers, and honest advertising of dependable products.

THE ASSOCIATED BUSINESS PAPERS, INC.
52 Vanderbilt Avenue, New York



Advertising • The NEWS DIGEST, • Issue of Sept. 21, 1927



NEW ADVERTISING AGENCIES AND SERVICES, ETC.

The Phillips-Perry Adv.					
Service	Broadway, New York	Advertising	George	Perry and A.	P. Phillips

PUBLICATION CHANGES AND APPOINTMENTS

The Talbot Publications, Des Moines, Iowa. Have appointed B. A. Ohlander, Denver, Colo., and Ralph W. Mitchell, Kansas City, as advertising representatives in their respective territories.
The Times, Laredo, Texas
Taxi News. New York
News-Sentinel, Roehester, Ind Has appointed Scheerer, Inc., New York and Chicago, as its national advertising representative.
Times-Register, Salem, Va

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	Fron	n				To					
Wightman-Hieks, Inc	.Advertising	.50 U	Union	Square,	New	York	21	East 4	40th	St., N	lew	York
Pieard, Bradner & Brown, Inc	. Advertising	. 16 V	West -	46th St.,	New	York	420	Lexin	gton	Ave.,	New	York

To Select the Proper

Advertising Mediums—You Need STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

—supplemented with bulletins-and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

JSE THIS COUPON

Special 15-Day Approval Order

Chicago, Illinois.	
GENTLEMEN: You may send to us, prepaid, a copy of the current number of Stan issued since it was published for "15 days" use. Unless we return it at the end o cost of one year's subscription. The issue we receive is to be considered the initia of each month. The Service is to be maintained accurately by bulletins issued ever	of fifteen days you may bill us for \$30.00, which is the al number to be followed by a revised copy on the first
Firm NameStreet Addres	?\$\$
City	



Tauros explains the radio frequency of flose massive psychology vibrations



Tauros testing copy with his magic wand.



The Midnight Oath: Meeting of Tip-Top Transpering Trust the magnifi-cent Monthly Meowers and the Daily Drama Dubs at the Temple of Apollo in Delphi to bottle up that 15%.

How much Science? How much "But

We all want to get rid of the "bunk" as far as we can, do we not? Let's see how Old Sox tries to do it; and perhaps we can help him a bit.

Gundlach's book (just out)

"Old Sox on Trumpeting"

while written as a burlesque, filled page after page with comical business situations, is underneath a challenge to those who can think and analyze for

theories. He just asks questions. It's up to you. Mr. Reader, to give him your theories, your ideas.

THE EDITOR OF ADVERTISING & SELLING warned Mr. Gundlach not to publish this

book for fear Old Sox would raise more Hell than Helen raises in the book the author induced us to publish it for him Consolidated Book Publishers, Inc

Clip

The Coupon (Send no money)

On Approval: \$2

Consulidated Book Publishers, Inc., 2212 Grove St., Chicago, Ill.

Send on E. T. Gundlach's story Old Soy on Trumpeting" on your IRON-CLAD guaran-tee that it will not teach me mass-p-vehology but that it may make me laugh and may thus wake me up a bit (362 pages, 5 x 7%, color bound 4.5 full-mag illustrations by Farkas H, after looking thru the book, I do not care to read it I may return it, otherwise FII send \$2 in 10 days

Name

Firm Nami

1ddress

Name of bookseller

Story of This Cheerful Tragedy

Tauros and Bullem, in spite of the Hell-raising Helen, are just about to sign up Zeus-ikin, the merchant prince of Athens, on a trumpeting contract, when a street-corner loafer, Old Sox by name, butts in. He is followed later by his two disciples. Aristoteles and Platon,-Old Sox asks so many questions that the tragedy ends where it began-on the Rock of Faith, amida Vision of Misty Mysteriousness.

Here are some of the questions:

- If somebody keeps trumpeting the name before the public, "Scarlet Fever," does the "cumulative effect" make me run to get the scarlet fever? If not, then, what is salesmanship in tooting?
- Is there always reasoning in that "Reason Why"? -aml
- If thou knowest the slogan, do tell me, who is the slogan-eet?
- Who pays for the trumpeting? The public? The trumpeters? Or mobody >-But, if Uncle Zensy (the Merchant Prince) must foot the bill, what Hell will Helen
- Why a competing agency? Is it a jubber, an agent or a sieve? A master or a mistress? A power or a peanut?

THE QUESTIONS may sound like jokes;—but, please, sit up and answer Old Sox in carnest!



Zensikin plots treason: The king of the Athenian O iye Oil Monopoly (after getting FREE all of the ideas he could get) decides to bust the trimpeting trust by coupling out both the 200% olive oil and the 15% agency profits.



But Tauros Prays to Zeus: And the tools of Olympus lar Zeus-ikin's home made agent-ikin from the 15% temple of the trampeters

PUBLISHED FORTNIGHTLY



Drawn by Zers for McCall's Magaz to

OCTOBER 5, 1927

15 CENTS A COPY

"Alert Marketing in the Industrial Field" By Melvin T. Copeland; "The Coming Competition with Europe" By Dr. Julius Klein; "To Scare, or Not to Scare?" By Laurence G. Sherman; "Frank Trufax's Letters to His Salesmen" By A. Jos. Newman; "The News Digest" on Page 94

WESTERN NATIONAL ADVERTISING

The Chicago Daily News carried I,581,021 lines

of Western national advertising for the first

eight months of 1927; 26,212 lines more than

the highest week-day morning paper; 442,765

LOCAL ADVERTISING

TOTAL DISPLAY ADVERTISING

more than the next evening newspaper.

evening newspaper.

Best friends are often our severest critics. The man next door knows us pretty much as we are. It is almost impossible to fool the immediate family.

So when "home folks" and "neighbors" alike approve the character and effectiveness of The Daily News by

placing in its columns more advertising than in any other Chicago week-day newspaper, their judgment is important.

Local advertisers prefer The Daily News above every other Chicago week-day newspaper.

They are our "home folks." They live within our circulation territory -know the type of newspaper The

Daily News is, the class of readers it reaches, the response that advertising in its columns evokes.

Western national advertisers—representing American industry from Pittsburgh to the Pacific — also choose The Daily News above every other Chicago week-day newspaper. And these are our "neighbors." Their

> judgment speaks eloquently of the prestige of The Daily News in an ever widening field.

lines more than the next evening newspaper. The Chicago Daily News carried 8,204,737 lines of Local advertising in this period; 2,193,700 lines more than the highest week-day morning newspaper; 2,290,857 lines more than the next

The Chicago Daily News carried 10,810,166 lines of total display advertising for this period; 1,821,191 lines more than the highest week-day morning newspaper; 2,909,448 lines

many evidences that The Daily News is a good newspaper and an effective a dvertising medium. But

There are

none of them is more convincing than the fact that those who know it best value it most.

Advertising Representatives:

NEW YORK J. B. Woodward 110 E. 42d St.

C111CAGO Woodward & Kelly 360 N. Michigan Ave.

DETROIT Woodward & Kelly 408 Fine Arts Bldg.

SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

Average Daily Net Paid Circulation for the First Six Months of 1927, 441,414

\$800,000 PAY

for a single magazine page advertisement?

. . . Some advertisers do!

ONSIDER two advertisers in the same field. The first invests \$8,000 in a single magazine page, which his agency fills with such skillful copy that the page interests the 2,600,000 readers of the magazine and influences their buying habits.

The second advertiser also invests \$8,000 in a page in the same magazine. But his agency prepares a dull and hard-to-read advertisement which interests only 26,000 readers. One one-hundredth as many as those who read the first advertiser's page.

Obviously, the second advertiser, with his mediocre copy, would be forced to buy 100 pages in order

to reach as many people as the first advertiser reached with I page. From the standpoint of value received, the second advertiser is paying \$800,000 for a page that costs the first advertiser \$8,000.

An exaggeration?—Perhaps. Yet not nearly as far-fetched as many complacent advertisers believe. For the day has long since passed when any advertisement gets a reading. Competition for reader attention has grown too strenuous.

Business executives, in choosing an agency, would do well to remember that they get no more circulation in a magazine or newspaper than their advertising is able to interest.

JOSEPH RICHARDS COMPANY, INC.

257 Park Avenue, New York City

"NEWS Exclusive!"

3 years or more

American Appraisal Co.

Armstrong's Linoleum

Beeman's Gum

Borden's Milk

Burgess Batteries

B. V. D. Underwear

Calif. Fruit Growers Exchange

Clicquot Club Ginger Ale

Columbia Phonograph Records

Del Monte Fruits

El Vampiro

Flamingo Chocolate Icing

Florence Oil Stoves

Gastenbury Underwear

Ingersoll Watches

Interwoven Socks

Jelke Good Luck Margarine

Kayser's Silk Gloves

Keds

Kellogg's Corn Flakes

Kellogg's Pep

Kraft Cheese Products

Larvex

Lifebuoy Soap

Lux

Maxwell House Coffee

Morton's Salt

Mulkey's Salt

Nebro's Herpicide

Nicholson Files

Old Dutch Cleanser

Orange Squeeze

Philco Batteries

Phoenix Brand Foods

Pillsbury's Flour

Pittsburgh Plate Glass Co.

Post Toasties

Ralston Cereals

R. C. A. Radio

Rinso

Sacco Fertilizer -

Salada Tea

Sunsweet Prunes

Tanglefoot

Tintex

Uskide Soles

Van Heusen Collars

Virginia Sweet Pancake Flour

SUCCESSFUL national advertisers — keen experienced buyers of space, familiar with the true newspaper conditions in every market throughout the nation — concentrate their Indianapolis newspaper advertising in The NEWS. . . . Note the many products listed above, all of which have been advertised in The NEWS exclusively for three years or more.

To anyone familiar with the facts, the reasons are obvious. . . . The NEWS has the largest daily circulation in Indiana. The NEWS has over 81% coverage of all Indianapolis families. The NEWS city circulation is 93% home-delivered to regular subscribers. The NEWS is the outstanding leader, year after year, in volume of national, local and classified advertising. The NEWS conveys to all its advertisers a prestige — a powerful good will — that can be obtained from no other source.

"NEWS exclusive" means more than good results. It means maximum results with minimum advertising cost.



The INDIANAPOLIS NEWS solls The Indianapolis Radius

DON. BRIDGE, Advertising Manager

NEW YORK: DAN A. CARROLL 110 East 42nd Street

CHICAGO: J. E. LUTZ;
The Tower Building

Everybody's Business

By Floyd W. Parsons

Air and Its Possibilities

Air. The development of air travel and radio and processes for getting an abundance of cheap oxygen, will not mark the end of the story. Out of the atmosphere will come still more wonders to amaze us.

Being creatures of land and water, it is not surprising we have given our chief attention to the earth and its oceans. Now we find we must either reckon with the air, or restrict our advances in the field of science.

Speed in transportation has become an element of greatest value. There are only three media through which we can travel, and many of the possibilities of two of these—earth and water—have already been exhausted. Fast trains on rail-

roads operate on about the same schedules they did a quarter of a century ago. In fact, our fastest trains were faster years ago than they are now. Also through the water we seem to be approaching the limit of our speed accomplishments. Air travel still offers unlimited opportunities.

It does not require any large exercise of our imagination to visualize an early era when the earth's oceans will be literally bridged with floating landing fields, repair and fueling stations for air machines, and adequate accommodations for travelers who would tarry on their way. Planes for travelers who would tarry on their way. Planes for travel over land will be cheap in price due to quantity production, and most of the hazards will be taken out of flying. As has always been true in the case of a radical departure in current customs, no one is now able to comprehend the full effects of such a revolution in life generally. The motor car entirely upset realty values and air travel will bring about another and even more extensive revision of land prices. Mountain tops will probably sell at a premium.

But there is another sort of recognition we must give to the great mass of gas that enshrouds the earth. The sun's radiations would be fatal to our bodies if there were no atmosphere to intercept and protect us from certain classes of destructive light waves. We would be without food to eat if the air did not make possible nature's most fundamental process which is the fixation of carbon by plant life in every part of the earth.



The sand blaster at work

We call this process photo-synthesis. What this really means is that green plants through utilizing sunlight in some strange way are able to consume for their sustenance and growth the small amount of carbon dioxide normally in air

Although this puzzling accomplishment on the part of nature has baffled man in all of his attempts to duplicate the feat, we recognize that the possibilities of future experiments in this field are tremendous. The average plant utilizes only one per cent of the solar energy that falls on it. Supposing we should find a way to increase this efficiency even in a small way, the result in food production alone would be of unmeasured value. It was proved conclusively during the War that plant growth can

be greatly accelerated and the final yield increased by adding carbon dioxide to the surrounding air. The results are even more favorable when at the same time we also supply high temperatures and greater light intensity.

The final outcome of this line of research will be farming methods enabling us to produce cereals, vegetables and flowers in a fraction of the time now required for such plants to reach maturity. Recent experiments with combinations of daylight supplemented with high-intensity artificial light, providing 24-hour illumination, proved beyond doubt that under such conditions many plants can be grown from seed to maturity in a remarkably short time. Spring wheat has been brought to maturity in 35 days by using this method.

But not all varieties of plants will stand up under the strain of constant growth. When the tomato is put on a 24-hour schedule, it wilts and dies in about two weeks. Twelve hours of daylight with six hours of artificial light, making an 18-hour day, is as long a period of photosynthesis as the tomato can stand. Lettuce will produce a large head in three weeks on an 18-hour schedule, but after this length of time it sends up a seed stalk. On a 12-hour growing day the lettuce produces no seed stalk at all. Red clover, like spring wheat, is able to withstand a 24-hour day, and in one instance a crop of clover was grown from seed to flower in 38 days. Such investigations are leading to [CONTINUED ON PAGE 52]

The News Is Detroit's HOME Newspaper—



82% of Detroit homes taking any English newspaper take The News

A survey of 77,056 representative Detroit homes has recently been completed. Forty men were employed two months to make this survey and every item of information was checked for accuracy. The results of the survey proved conclusively The De-

troit News' assertion that it is the home newspaper of Detroit. Of all homes taking any English newspaper The News was found in 82%, the morning paper in 26% and the second evening paper in 52%.

The News, moreover, duplicates 85% of the morning paper's coverage and 66% of the second evening paper's coverage, proving that in Detroit you can get maximum returns at the lowest cost by concentrating in Detroit's HOME newspaper

The Detroit News

For 54 years Detroit's HOME newspaper

354,000 Sunday Circulation

330,000 Weekday Circulation

"Give Me a Fulcrum..."

ARCHIMEDES of Syracuse, now deceased, got a sterling kick out of his mechanical discoveries. Playing around with crowbars and bricks, he discovered the principle of leverage in the days when that was front-page news.

"The bar is powerful as far as it goes," he explained, "but it's not much good without this little gadget to rest it on. However, with a proper fulcrum —why, just give me a fulcrum and I'll move the world!"

Nobody gave him one, nor did he find any, so our old world has stuck to its trolley. But he started a tribe of fulcrum hunters. You meet them everywhere today. Some of them don't know that a fulcrum is what they need, but they want it badly. Discussing their sales problems, puzzled executives tell us, "We think our advertising is sound and we have a first-rank sales organization—yet

we're not getting half the sales volume that we should. Why is it that we don't pry more business out of our market?"

For the same reason, dear sirs, that Archimedes failed to budge the world. No fulcrum.

The Newcomb organization is in business to supply the missing fulcrum. Our specialized work is the filling of that empty point in the marketing line-up on which the crowbar force of men and advertising can become a world-moving power for profitable sales.

Advertising alone won't do it; personal selling alone won't do it—and every day it becomes more and more difficult for those two forces (as ordinarily organized) to do it even together. When this condition faces a business, the fulcrum *must* be found, or sales will continue to decrease and selling costs continue to mount.

We don't keep a supply of ready-made fulcrums, for there are no such things. Each problem presented for our solution is individual—often unique. The records that show how James F. Newcomb & Co. Inc. goes about the job of discovering what to do for a client, how to do it, and why, are always open to interested inquirers.

James F. Newcomb & Co. inc.

Direct Advertising :: Merchandising Counsel 330 SEVENTH AVENUE, NEW YORK, N.Y.

Telephone PENnsylvania =200

To Select the Proper Advertising Mediums—You Need STANDARD RATE & DATA SERVICE

It gives up-to-theminute information on rates, discounts, color and cover charges, special positions, classified advertising and reading notices, closing

dates, page and column sizes—and circulations on publications in the United States and Canada.

The rate-cards and circulation statements are practically duplicated and placed in one convenient volume.

Published Monthly

—supplemented with bulletins—and, covers daily newspapers, farm papers, general



magazines, business papers, religious and foreign language publications.

Confidence

Every great business enterprise, that has endured over a span of time, has been founded upon—and, has prospered through—the confidence of those comprising the market to which it sought to sell its merchandise or service—confidence in honor, intelligence, appreciation and goodwill!

During the short span of eight years STANDARD RATE & DATA SER-VICE has done what it has taken other successful institutions many years to accomplish.

USE THIS COUPON

Special 15-Day Approval Order

STANDARD RATE & DATA SERVICE, 536 Lake Shore Drive, Chicago, Illinois.	192
issued since it was published for "15 days" use. Unle	the current number of Standard Rate & Data Service, together with all hulleting ess we return it at the end of fifteen days you may hill us for \$30.00, which is the is to be considered the initial number to be followed by a revised copy on the first ately by bulletins issued every other day.
Firm Name	Street Address
City	State
Individual Signing Order	Official Position

Sell Portland.... as Portland Merchants sell it!

DENTISTS
DEPT. STORES

FOOD, GROC-ERIES AND BEVERAGES MEN'S WEAR

SHOES

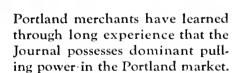
DRUG STORES

GASOLINE

WOMEN'S WEAR

The Journal leads in Local Advertising in the above classifications!

The JOURNAL afternoon-Sunday



Department stores are the most careful buyers of space in the business. The Journal is unquestionably the choice of every Portland department store—for six consecutive years it has led in department store advertising.

A majority of Portland's leading specialty merchants place the bulk of their advertising in the Journal, because it reaches and sells the market they must cover.

If you would sell Portland, use the Journal!

The JOURNAL Portland, Oregon

BENJAMIN & KENTNOR COMPANY, Special Representatives

CHICAGO Lake State Bank Bldg. NEW YORK 2 West 45th Street LOS ANGELES 401 Van Nuys Bldg. SAN FRANCISCO

PHILADELPHIA



Dill & Collins Co's.

Distributers

ATLANTA—The Chatfield & Woods Co. BALTIMORE - The Baxter Paper Company, Inc. Boston-John Carter & Co., Inc. BUFFALO-The Union Paper & Twine Co. CHICAGO-The Paper Mills' Company CINCINNATI-The Chatfield & Woods Co. CLEVELAND-The Union Paper & Twine Co. Columbus, Онго-Scioto Paper Company CONCORD, N. H.-John Carter & Co., Inc. DES Motnes-Carpenter Paper Company DETROIT-The Union Paper & Twine Co. GREENSBORO, N. C .- Dillard Paper Co., Inc. HARTFORD-John Carter & Co., Inc. Houston, Tex.-The Paper Supply Company INDIANAPOLIS-C. P. Lesh Paper Company JACKSONVILLE-Knight Brothers Paper Co. KANSAS CITY-Bermingham & Prosser Co. Los Angeles-Blake, Moffitt & Towne MILWAUKEE-The E. A. Bouer Company Minneapolis Paper Co. New YORK City—Marquardt, Blake & Decker, Inc.

NEW YORK CITY—Miller & Wright Paper Co. New York CITY—M. & F. Schlosser Paper Corporation

OMAHA—Carpenter Paper Co.
PHILADELPHIA—The Thomas W. Price Co.
PHILADELPHIA—Raymond & McNutt Company
PHILADELPHIA—Riegel & Co., Inc.
PITTSBURGH—The Chatfield & Woods Co.
PORTLANO, ORE.—Carter, Rice & Co. Corp.
PROVIDENCE—John Carter & Co., Incorporated
RICHMOND—Virginia Paper Company, Inc.
ROCHESTER, N. Y.—Geo. E. Doyle Paper
Company, Incorporated
SACRAMENTO—Blake, Moffitt & Towne

SALT LAKE CITY—Carpenter Paper Co.
SAN ANTONIO, TEX.—San Antonio Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SAN FRANCISCO—General Paper Company
SEATTLL, WASH.—Carter, Rice & Co. Corp.
SPRINGFIELD, MASS.—John Carter & Co., Inc.
ST. LOUIS—Acme Paper Company
ST. PAUL—E. J. Stilwell Paper Co.
TACOMA—Tacoma Paper & Stationery Co.
TAMPA—Knight Brothers Paper Company
WASHINGTON, D. C.—Virginia Paper Co., Inc.

BEFORE the war—offset work was somewhat of a novelty. Today, its position is justly well established.

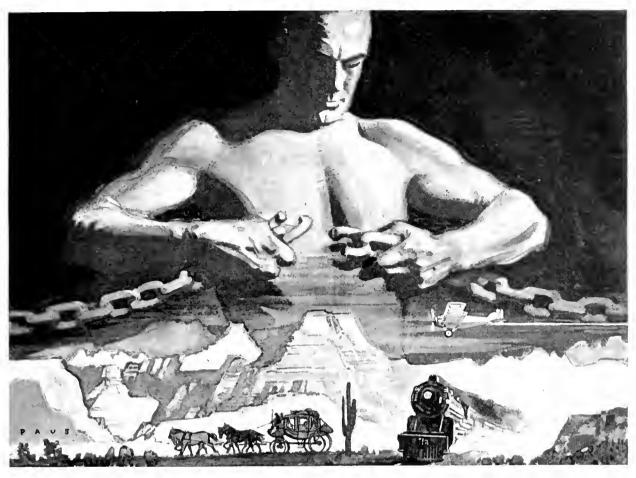
In 1913, The W. F. Powers Company lithographed an admirable catalog for the Bullard Machine Co.

The recent series of folders produced for Studebaker by Marquette Lithograph Company, of Chicago, are more beautiful, but no better done, because both are as near perfection as possible.

An important element in securing this excellence was the paper: the same D & C Offset was used in both.

For several generations D & C papers have been helping quality printers and lithographers produce quality results. New finishes, new colors, but always the one dependable quality — D & C.

DILL & COLLINS Master Makers of Printing Papers



All things masculinely beautiful are in the realm of Mr. Paus. Particularly machinery. There is a beautiful relationship between the mighty thews of the symbolic figure and the seed muscles of wheels and gear and chain and engine in the Certain-seed advertisements.

And incidentally this series is a good example of intelligent advertising art-direction.

PAUS



"Godincrease Herbert Paus." For the reason that his every poster is a beautiful mural. And in faith to that robust arr—every poster-mural of Herbert Paus is full of the spirit of glorious legend. Because his color is as daring as the scale of his monumental figures. (Daring—but beautifully arranged.) Because his

feeling for line in mass and an over-all decorative composition stirs in you a feeling of strange elation. For these good artistic reasons the admirers of fine poster art might wish Mr. Paus that rich Celtic blessing. "God increase Herbert Paus." Especially his Posters.

Art for Commerce, particularly in the infrequent Posters that represent that art in this country—is either just mediocre, or else "faddish"—following some art style that enjoys the passing vogue.

One type of poster art continues unaffected by the fickleness of the sensation makers. It is based on excellent draughtsmanship. Bold, masterful color, well arranged. Equally good arrangement of detail in composition. And a strong sense of ornament. There have been and there are a number of artists that are so capable. Penfield, Falls, Leyendecker, Wildhack, Cooper, Treidler—some others. And very representative—Herbert Paus.

THE WALKER ENGRAVING COMPANY

MEMBER AMERICAN PHOTO-ENGRAVERS ASSOCIATION

We borrow from the theme of the illustration, in proof that a poster by Mr. Paus is ever the ideal mural for a temple of industry. The force of mechanical science is nowhere more evident than in the laboratory of the



engraver who subjects it to the greater force of intelligent human guidance. Art, here, is the master — Science, the lackey.
NUMBER TWLNTY-THREE OF THE SERIES WILL BE GEORGE WRIGHT

Automobile Leadership

ROM January to June, 1927, twenty-four automobile manufacturers placed advertising in ten publications constituting the class magazine field. Of the 24 manufacturers, 16 used Town & Country, and one more account has been added to the list since July 1, 1927, making a total of 17:

BUICK MOTOR CO.

Nash Motors Co.

CADILLAC MOTOR CO.

PACKARD MOTOR CAR CO.

CHEVROLET MOTOR CO.

PIERCE-ARROW MOTOR CAR CO.

CHRYSLER MOTOR CO.

ROLLS-ROYCE OF AMERICA, INC.

DODGE BROS., INC.

F. B. STEARNS CO.

Franklin Automobile Co.

STUDEBAKER CORPORATION

LINCOLN MOTOR CO.

STUTZ MOTOR CAR CO.

MARMON MOTOR CO.

WILLYS-OVERLAND, INC.

THE WHITE COMPANY

Town & Country

NEW YORK, 119 West 40th Street

CHICAGO, Wrigley Building LONDON, 11 Haymarket, S. W. 1 SAN FRANCISCO, 822 Kohl Bldg. BOSTON, 5 Winthrop Sq. MILAN, Via Bossi, 10 PARIS, 60 Rue Caumartin

The BOSTON MARKET 9^{th} in Size $\cdot \cdot \cdot 4^{th}$ in Wealth

MEASURED by population alone Boston ranks ninth among great cities. But measured by total wealth—Boston is fourth in sales importance—outstripped only by the much more populous cities of New York, Chicago and Philadelphia.

In Boston's Key Market live 388,000 families worth \$9,000 each—a tremendous concentration of people and wealth.

From this Key Market—within a twelve-mile radius of Boston's City Hall—the Boston department stores draw three-quarters of their total business. In it retail outlets of every description are most numerous and most prosperous.

Here the Globe dominates

In this key area the Globe concentrates its circulation. Here the Sunday Globe has a larger circulation than any other Boston paper. The circulation of the daily Globe exceeds the Sunday.

Successful advertisers recognize this leadership by placing more lineage in the Globe than in any other paper.

The Globe stands out as a leader because it covers Boston's buying group—every day in the week. The reason for this day in and day out hold upon its readers is that the Globe appeals to all classes of Boston people—regardlessofrace, creed or political affiliations.

Men like the Globe's impartial editorial discussions—the facts in general news, free from bias. Women find in the Globe a Household Department that guides them in their daily problems.

These people form Boston's buying group. To reach them the Globe must be the back-bone of every Boston advertising campaign.



Our new booklet, "Boston—4th Market," contains valuable sales data about the Boston market. We shall be glad to send you a copy on request.

The Boston Globe

The Globe sells Boston's Buying Group



STONISHMENT is the essence of advertising and wise is the advertiser who selects his illustrations with this in mind.

The increasing popularity of essentially modern illustrations, such as this scratchboard work by the well-known Zéro, reveals the new spirit abroad in advertising.

Need we say further that the engraver, as well as the artist, should be selected only after the most serious consideration?

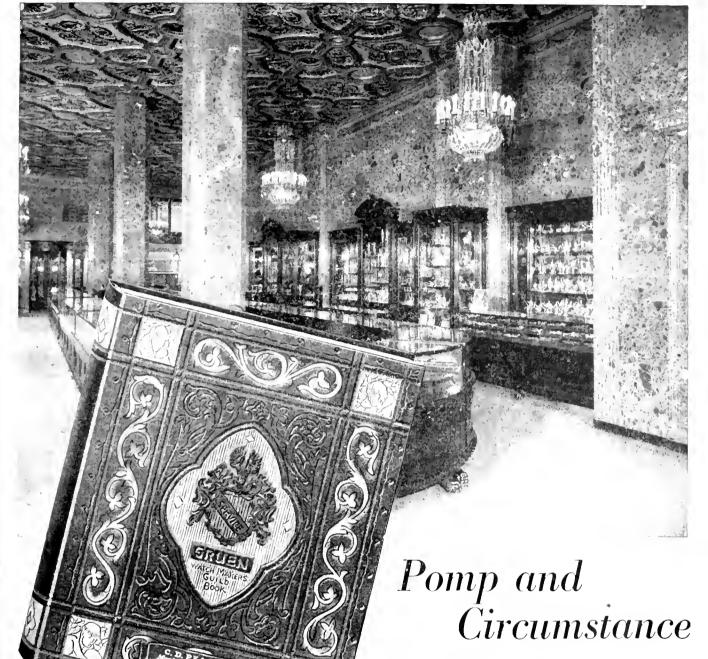
gotham photo-engraving co.

INCOMPARABLE

229-239 west 28th street

telephone longacre 3595-3596

new york, n. y.





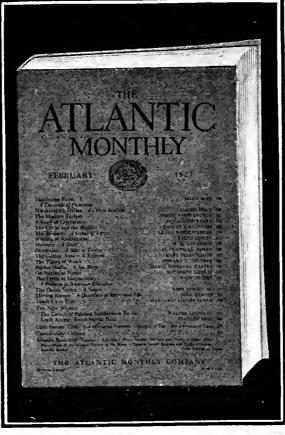
THE DAVID J. MOLLOY COMPANY

2863 North Western Arenue CHICAGO Branch Offices in Principal Cities EREMONY attends the presentation of this book to members of the Gruen Watch Makers Guild. To receive a copy of the Guild Book, they must ask for it—and the Gruen Watch Company has spared no effort to make it well worth asking for. Conspicuous among its many impressive features is its Molloy Made Cover, fashioned in the character of mediaeval hand-tooled leather, to instill the respect and admiration called for by the Gruen plan.

"But," you observe, "that is a special cover. It would not do for my book."

Every Molloy Made Cover is a special cover, sir, designed with full consideration for the requirements of each book. A letter of inquiry from you will bring prompt response, with samples and suggestions for the treatment of your own purpose, without obligation to you.







12 Points of Distinction in The Atlantic Monthly

PRESTIGE OF THE ATLANTIC'S EDITORS

VIII

CIRCULATION 110,000 NET PAID A.B.C. WITH SUBSTANTIAL BONUS.

A list of The ATLANTIC'S editors beginning with James Russell Lowell in 1857 is a roll call of America's most distinguished men of letters.

Their discernment as to what topics have appealed to contemporary eminent leaders in commerce, finance, and the professions accounts for the constant expansion in influence and prestige of THE ATLANTIC MONTHLY.

This is reflected today in the largest circulation yet achieved by The Atlantic—a circulation of unsurpassed buying power, offering remarkable bonus values at your current advertising rates.

Buy on a Rising Tide

THE ATLANTIC MONTHLY

A Quality Group Magazine

8 Arlington Street

Boston, Mass.

Advertising & Selling

VOLUME NINE—NUMBER TWELVE

October 5, 1927

Everybody's Business	5
FLOYD W. PARSONS	1.0
Alert Marketing in the Industrial Field MELVIN T. COPELAND	19
Cigarette Advertising Blazes the New Trail	21
KENNETII M, GOODE	
Six Principles for Appropriating Advertising Funds	22
MALCOLM MCGHIE	
How Shall We Put More Pull Into Our Advertising for 1928?	23
RAY GILES	
The Most Momentous Question Facing Our Business	
Today	24
R. L. HURST	~ ~
Marketing By Zones	25
H. A. HARING	0.0
Puffed Grain and Quaker Oats CLAUDE C. HOPKINS	26
Frank Trufax's Letters to His Salesmen	31
A. Jos. Newman	91
Your Money Isn't Worth It	32
Dramatized by Marsh K. Powers	
The Editorial Page	33
The Coming Competition with Europe	34
DR. JULIUS KLEIN	
Some of the Fundamentals of Headline Writing	36
RALPH McKinley	
Are the Railroads Overlooking Their Advertising	
Opportunity?	38
ERNEST JOHN	4.0
To Scare, Or Not to Scare Laurence G. Sherman	40
The Baker's Dozen In Agency Service	42
"For Immediate Release" ROBERT DOUGLAS	44
The 8-Pt. Page by Odds Bodkins	46
The Open Forum	$\frac{40}{68}$
•	
E. O. W.	80
The News Digest	94



@ Clark Trucktractor Company

HE laborer requires tools and machinery before he can work; the industries that hire him and the industries that supply him and his employers with all the intricate equipment essential to the elaborate needs of modern manufacturing offer alike to the world of selling the great industrial market. Strangely enough this market in spite of its importance is by no means as well known or understood as is the consumer market with which it is often confused and from which it contains significant differentiations. That marketing in this field may be attacked with a more certain knowledge of the elements peculiar to it Melvin T. Copeland, professor of marketing at the Harvard School of Business Administration, has written on this subject a series of papers of which the leading artiele in this issue is the first.

M. C. ROBBINS, PRESIDENT

J. H. MOORE, General Manager

OFFICES: 9 EAST 38TH STREET, NEW YORK Telephone: Caledonia 9770

Now York: F. K. KRETSCHMAR CHESTER L. RICE

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Pumpkin

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Tin Foil
Tool Boxes
Tomatoes
Tomatoes
Tours
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Apparatus

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OCTOBER 5, 1927

Advertising & Selling

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Alert Marketing in the **Industrial Field**

By Melvin T. Copeland

in an understanding of the motives sumers' goods. which induce users or consumers to

ronize a particular firm. Its third manifestation appears in the adaptation of the product or service to the requirements of the market. Then follow the selection of channels of distribution, the setting up of an effective marketing organization, the recognition of responsibility for guiding and aiding salesmen, the formulation of plans for sales promotion and advertising-if the product is advertisable—the determining of brand and trade-mark policies, and finally the

adoption of price policies which not only will assure a profitable return to the business, but aid actively in sales promotion as well.

"Goods well made are half-sold," to paraphrase an old adage; but the selling is fully as important as the making. Profits can be reaped only

LERTNESS in marketing mani- when the marketing of the goods is fests itself first in a compre- completed and when it is done effechension of the market to be tively. These statements hold as served. It manifests itself secondly truly for industrial goods as for con-

The importance of marketing efbuy a particular product or to pat- forts to the prosperity of an indi-



vidual business is indicated by the basic position which sales estimates occupy in a company's budget. During the last ten years, various types of businesses have made a good deal of progress in the budgeting of their operations. The purpose of a budget is to facilitate control of purchases, inventories, and operating costs. This the budget does by serving as a thoroughly coordinated plan with which actual performance can be checked. In the preparation of a budget, the proper starting point is an estimate of sales. Sales are the

least controllable factor in the budget and furnish the most useful guide in controlling purchases, inventories, and operating expenses. For budgeting purposes, sales must be estimated, and the amount of sales which a company can expect to secure is largely controlled by the marketing methods used.

A business can justify its existence only by producing an article or by rendering a service which others wish to buy. From a practical standpoint. a man engaged in

manufacturing, for instance, cannot expect to succeed if he undertakes to produce merely those things which he likes to produce in the way he likes to produce them. To operate a real business enterprise, he must carry on production, not to please himself, but to please his potential

Unless he does please customers. them, he cannot hope to hold their patronage. Inasmuch as competition is pressing in most industries, a manufacturer, to succeed, must be alert to sense what the market requires.

Within the last two years, because of insensitiveness to changing market requirements, a company which

manufactures pumps faced a crisis which has necessitated a complete reorganization of its marketing program. This company, which is of medium size, had a strong reputation at one time for the production of pumps of the duplex and triplex types. Then the centrifugal pump came upon the market and was taken up by competitors who were alert to market conditions, and those competitors cut into the company's sales. The company struggled for nearly ten years to hold business by methods that were becoming more and more costly and which were not productive.

Now, however, the company is modernizing its line of pumps, eliminating many of the irregular types and sizes which it had been making in job lots, and is guiding its program by a careful marketing study. The company had attributed its difficulties to its production methods, whereas the real fault lay with its failure to comprehend the requirements of its market and to adopt a suitable merchandising and selling program. The new plan which is being introduced already has enabled the company to reduce its inventory one-third, and it is clearly evident that the company will be able to reduce its manufacturing costs and also to increase its sales volume.

THE experience of this L pump manufacturing company, forced by vicissitude to take a new approach to its operating problems, is not uncommon. Prior to this change

of attitude the company had been governed largely by what it desired to make and by tradition rather than by an understanding of what its potential customers desired. In numerous instances, furthermore, manufacturers are still operating as traders, order takers, or job producers, without careful and systematic planning of their marketing activities. Among those who remain in business, however, a transformation in point of view similar to that experienced by the pump manufacturer is gradually occurring. This is true both in the field of consumers' goods and in the field of industrial marketing. In the textile industry, to cite one of many examples, a few companies are begin-



ELVIN T. COPELAND, Professor of Market-MELVIN T. COPELAND, From Sounds of the Harvard Business School, is widely recognized as an authority in the complex field of husiness. The accompanying is the first of a series of twelve articles upon the various phases of industrial marketing which give to this intricate subject the most comprehensive treatment it has ever received in print. These will run in consecutive issues of Advertising and Selling for the next

The following brief record will serve further to identify Professor Copeland, although his standing

is already well known:

Graduate of Bowdoin College, Class of 1906. A.M. 1907, and Ph.D., 1910, Harvard. Member of the faculty of the Harvard Business School since 1912. Professor of Marketing since 1919. Consulting economist for several large companies. Director of the Harvard Bureau of Business Research, 1916-1926. During that time superintended studies of the cost of doing business in various retail and wholesale trades and also special studies, such as international comparison of cotton cloth prices and distribution of textiles. 1917-18, Executive Secretary, Conservation Division, War Industries Board, which developed the program of industrial simplification for aiding industry in meeting war-time conditions. Author, The Cotton Manufacturing Industry of the United States, Business Statistics, Principles of Mcrchandising, Problems in Market-ing, Editor of Volume III, Harvard Business Reports. Author of numerous articles published in professional and trade journals. Chairman of the Jury on the Bok Awards, 1925-27.

ning to manifest alertness in marketing; others will be forced to follow their example.

In arriving at an understanding of his market, it is necessary for a manufacturer to ascertain just where his particular market lies, what the requirements of each segment of the market are, what its limitations are, and where latent demand exists. A

good example of success in the location of a potential market is furnished by the experience of a company which was manufacturing a variety of industrial products. As a result of careful study of the opportunities for selling products of the general type that it was making, the company decided that its best markets lay among public utility

> companies and mining companies. Accordingly, the company is specializing on five classes of products which can be sold in those markets. This company is more prosperous than some of its competitors which are following a promiscuous marketing program.

NOTHER example of the Adiscovery of limitations to a market is furnished by the Standard Conveyor Company. In an article published in System in November, 1926, Mr. H. L. Donahower, president of that company, stated that, until within a year of the time when he was writing, his company maintained a list of over 120,000 prospective customers. When the sales promotion manager of the company began to examine this list, he concluded that many of the socalled prospects were not operating on a large enough scale to require use of elaborate conveyor installations. As a result of the sales promotion manager's analysis, which extended over about a year's time, the company reduced the prospective customers on its list from over 120,000 to 39,000. This determination of the limitations of the potential market undoubtedly was of great assistance to the company in laying out an effective marketing program and in avoiding wasteful sales effort.

The third example to be cited is that of a small newcomer in the ventilating fan business who was able to gain advantage over several large competitors through comprehension of market possibilities

and limitations. This company, some years ago, began to manufacture mining equipment, including among other products ventilating fans for coal mines. The company gave special attention to the marketing of the fans, adjusting its product with care to the requirements of the coal mining companies and telling those companies about the product in their

[CONTINUED ON PAGE 64]

Cigarette Advertising Blazes the New Trail

By Kenneth M. Goode

O keep the United States happy takes 90,000,000,000 eigarettes a year. Through good times and bad the industry grows about ten per cent a year. This is more than twice the normal increase of the average business. To make real profits, a popular fifteen-cent cigarette must sell about 15,000,000,000 a year. Since the retail price of cigarettes runs but a little under a cent apiece, the \$900,000,000 market offers advertising a magnificent

Now remember that cigarettes are about the only article in which brands are practically indistinguishable except by the maker's mark. At the same time, paradoxically, cigarettes are practically the only article universally asked for by name. Add also the fact that popular taste in cigarettes seems to swing in fickle fashion every five years, apparently regardless of merit or promotion men. Keep all this in mind, and you will begin to appreciate the setting of the great eigarette "war" everyone is talking about.

Even then you will still have to consider what might be called the political situation. George J. Whal-

How to Start the Day Wrong

en, with his United Cigar Store chain, and D. A. Schulte, with his own stores and his far reaching merchandising interests, join to make the greatest tobacco combination the

.... not a cough in a carload

world has ever seen. Add the Lorillard Company's courageous resolve to buy itself a market for a popular fifteen-cent brand, absolutely regardless of cost. Add the Union Tobacco Company's response with an entirely new cigarette "radically different



Luckies First for Flavor and Goodness

Then note the verdict of 11,105° doctors

WHAT is the quality that Mano Charrice Florence Easton, Mark Rappold Renald Werrenrath Gisseppe DeLuce. Fritzi Ect ill William Hodge, and other famous singers, actors to coldosations are public speakers have found that makes LUCKY STRIKES delight full and of no possible injury to their voices?

For the answer we turned to medical men and asked the

11,105 doctors answered this question "YES."



from present day blends." finally picture for yourself all the chain grocery stores, from A. & P. down, selling fifteen-cent cigarettes at two packs for a quarter.

In the old days when an editor was mightier than the circulation man, George Horace Lorimer used to take great pride in keeping away from all other editors. They, he said, were meeting at lunch—and editing magazines for each other. He wanted to be free to edi! the Saturday Evening Post for the man who wouldn't recognize an editorial coup if he met it on Main Street.

Much the same situation lasted for years in cigarette advertising. The gigantic selling was largely concentrated in the hands of half a dozen exceptionally strong men. They were primarily practical tobacco men. Where selling occupied their minds at all, it was in terms of stores -stores were the natural dynamos to pump tobacco into the people's pockets. Store windows, naturally. became the inspiration for all the early tobacco promotion. wonder then that cigarette advertising gradually developed a technique all its own. Even the newspapers echoed the influence of the window display. And everywhere was seen the mould of the lithographer and billboard artist.

The copy, too, developed qualities that reflected the tobacco barons themselves. It seldom stooped to wheedle or coax or even to persuade. [CONTINUED ON PAGE 76]



Since Eve raised Cain with Adam dogs have been man's best friend. But nobody loves a dog only because he doesn't bite & and nobody smokes a cigarette merely to avoid a cough...

Barking Dog Cigarettes are friendly to your throat - but they're master-blended for people who smoke for pleasure....

BARKING DOG

CIGARETTES They Never Bite!

Six Principles for Appropriating Advertising Funds

With Special Application to Industrial and Association Advertising

By Malcolm McGhie

Principle 1. Appropriate for Advertising—As a Legitimate Current Sales Expense or as an Investment in Future Sales

YOUND advertising does one (and usually both) of) two things:

Affects current sales (either through increasing sales volume or

decreasing sales cost.)

Consolidates future sales by consolidating recognition and good

Apparently these simple functions are not as well understood as they should be. appropriations made, it is surprising in what ways advertising is sometimes considered as an expense; for example-

as a charge against "net available for dividends after taxes" as admission to the "band wagon"

as charity as personal display as a luxury, and so on

Nobody ever questions transportation of finished goods, or insurance of goods in transit, as regular operating expenses, nor salesmen's salaries as regular sales expenses. Yet when it comes to advertising, they set up the expense as something different, although actually it is usually used to do some of the work formerly done by sales-

When advertising is planned for effect on current sales, set it up as a current sales expense and expect current sales returns. Where it is planned for investment in future sales, appropriate the funds and expect the returns en an investment basis. Until the advertiser determines to appropriate for advertising in this way, and gets these results from his expenditure, he is not really ready to advertise.

Principle 2. Appropriate to Reach Specific Objectives

Advertising money spent for the spending is usually grossly inefficient. Where waste exists in advertising

Editor's Note

THE accompanying article by Mr. McGhie $oldsymbol{1}$ was presented as a paper at the annual meeting of American Trade Association Executives. Mr. McGhie is a member of the marketing counsellor's staff of the McGraw-Hill Publishing Company. The essence of the paper can be expressed in the six key paragraphs found below:

"The appropriation should be built around the following six principles:

- 1. Advertising expenditure should always be appropriated either as legitimate current sales expense, or as an investment in future business-or as a combination of both.
- 2. The appropriation should always be founded on the kind and amount of advertising necessary to accomplish certain objectives. Past figures and experience can well be used as guides or checks, but should not be the underlying control of the appropriation.
- 3. If the minimum expenditure required to accomplish the set objective is too large a sum, trim the appropriation by trimming the objective, rather than by aiming at the original objective with inadequate effort.
- 4. Budget the appropriation carefully for all legitimate advertising expenditure. Hold the advertising account as sacred as any other account. The budget may inelude sub-appropriations for separate departments.
- 5. Plan the appropriation as far as possible on long-term objectives, with intelligent provision for flexibility to meet changing conditions.
- 6. Where possible, and where circumstances demand, budget a reserve for contingencies or unforeseen special effort, the needs for which arise between fiscal dates.

it can generally be traced to an attitude of "so much per cent, how shall we spend it?" While most men who are at all familiar with advertising principles rarely go to this excess, the unfortunate psychological effect of first setting aside a sum and later planning what to do with it is considerable. This backward approach usually appropriates either too much or too little — rarely the right amount. Set the appropriation to pay for the job to be done. If it is necessary to trim the appropriation, first trim the job, but keep the same amount of advertising per "unit of objective."

The Objective. Impractical objec-

tives are obviously ruled out. Practical objectives can always be drafted. They can be founded on reasonable expectancy in the light of past sales volume, business conditions, or the "feel" of the market. Or they can be worked out more thoroughly by study of each market, past volume in that market, recent and probable growth, possible volume which could be reached through a given effort, and so When an objective is set in this way, it should naturally be checked for its practicability, against special competitive situations, fundamental market changes, sectional slumps, etc.

The following are the types of objective usually set. Different objectives often occur in different markets, and the final objective may combine a number of those listed:

To increase sales volume by a To increase sales volume by a certain percentage.
To decrease sales cost by a certain percentage.
To purchase a desired number of inquiries or sales.
To add a desired number of new customers or distributors.
To dispose of a given inventory.
To gain a certain degree of recognition. To establish new products.

These objectives can all be

expressed in figures, and at the end of the year the results can also be measured in figures. To compare the results with the original objective provides figures and experience upon which to base future objectives and appropriations.

Some objectives are abstract. They must be set and measured by judgment, in abstract terms. But they are none the less practical. For example,

To lick certain resistances

To now certain resistances.

To correct false impressions.

To form or correct buying habits.

To clothe an organization or sales force with a definite personality.

To build prestige and confidence.

The Plan and the Appropriation. With a practical objective

[CONTINUED ON PAGE 88]

How Shall We Put More Pull Into Our Advertising for 1928?

By Ray Giles

BOUT this time of the year the big shove begins. Plans are laid for the year ahead. The proofs of expiring 1927 are tacked to the bulletin board. We all gather around, roll up our sleeves, polish our spectacles, sharpen up the pencils, fish out yellow pads, and go through the various other preliminaries to settling down to sober thought about copy plans for 1928.

If the advertising man has New Year's resolutions to make, now is the time. January will be very much too

late.

But getting back to those 1927 proofs. They are not so bad, to be sure; but are they, after all, any too good? Of course the best advertisement in the world looks pretty sad to the creative group that la-

bored over it, threw out preliminaries, revised the first acceptable draft, re-wrote it into a text that received approval. For an advertisement runs much the same course as an amateur theatrical performance. By the time the dress rehearsal is reached and the one irrevocable performance ready to put before the public, the whole affair has gone stale to those who participate. They have seen it too much and too often. The recollection of its crude beginnings is still too active in their memories. The struggle for polish and apparent spontaneity has been 30 great that they are sure the performance lumbers along too clumsily to even get by.

And so it is with the advertisenents of 1927. We saw the rough preliminary sketches and copy, the econd to tenth revisions, the finals, he finished art, the proofs in type and then the advertisements as they ame out in the magazines and newsapers. Now we look at the product and wonder how on earth we worked p high blood pressure over such tuff one short year ago! Well, maye we can redeem ourselves in 1928.



But another thing comes up. Perhaps the business hasn't shown such spectacular advances. And some one voices the hope of all present when he says, "How can we get more pull from our advertising for 1928?" So it seems timely to put down some of the reasons why advertising fails to pull as hard as it might. And to make this article helpful I am assuming that these may be some of the most serious defects that are found in advertisement writing. We are looking here at copy technique only, not at such factors as competitive disadvantages in the goods, marketing short-comings, poorly chosen mediums or other reasons for copy failure which lie outside of the copy

As we sit about exchanging ideas and comments, several doubts have come into my mind. I will raise them one by one in the hope that they will help you as much as they helped me.

Did we really appeal to the reader's own selfish interest in himself? That's my first question. One of the best copy writers I have ever known was a man who helped me a great deal when I was trying to break in. His simple formula was summed up in the injunction to remember that everyone is selfish. We all know that isn't entirely true. but for practical purposes we ought to feel that way when we sit down to write those advertisements for 1928. Even the philanthropist has his off days when the serpent of selfishness claws at his bosom. Let's not run the risk of catching him on an off day with some copy built to satisfy our own selfishness instead of his.

Quite seriously, though, there is a vast amount of advertising that calmly assumes that people read ads just for the fun of it. The headlines never reach out to the selfish interests of the reader. Some-

times, even, a big display name of the product tops off the copy with no heading at all. Only last night a cigarette advertisement appeared with a significant and effective message. But there was no headline that baited us to read—only a huge name of the cigarette on top with a general boast in a headline beneath. The appeal to the reader's self interest was nicely buried in smaller type beneath

And so it is with many of us. We fail to appeal to basic wants not quite sure as to which want we can appeal to most effectively. We fail to test out appeals in personal salesmanship before attempting to make them sell in print. Let's remember the other fellow's selfishness for 1928.

Next—"Did we really pass out information of real value?" Was there a paragraph of real news in our halfpage of copy? Was there some odd fact that repaid him for reading it? Was there new light on old facts? Was there something so interesting that he remembered it even if he was not at the moment in the market for what we had to sell? Examples: A tool manufacturer offers

a plan for making a work bench. You are interested in that, even though you may not soon need more tools. Or a shortening advertisement gives pointers on making pie which arrest you even if you are wedded to a rival product.

Then we might ask, "Were we over-reaching in telling the reader what he should do?" Did we tell him to "insist on X——; accept no substitutes"? Now, really, life is too short to go out fighting one merchant after another.

Did we attempt to sell him too big a package at the start? Advertisements have been known to attempt

that. Did we lose out through that over-reaching claim that "a woman is no more beautiful than her hair" (Put a horse-hair wig on Miss America and she will still be something to look at!) or "a car is no better than its steering gear"? as though there weren't times when brake lining was all-in-all!

And perhaps I am wondering—"Did we look too obviously like advertisers?" Did we smash the eye with stud-horse type? Did we put artificial enthusiasm into the mouths of grinning faces? Did we shovel in the outworn clichés of Adland such as "Buy today and use tomorrow"?

"Another epoch-making achievement in making X—"? For 1928, let's remember that the public is getting so sophisticated about advertising that it almost makes you shudder just to think of it.

"Did we omit necessary pietures and descriptions of product?" In almost any group of miscellaneous advertisements you can find some that leave too much to the imagination. For example, haven't you seen underwear copy that really didn't tell you how it felt and what the weight was? Haven't you seen sealed packages of commodities when the con-

[CONTINUED ON PAGE 48]

The Most Momentous Question Facing Our Business Today:

"What Are We Going to Do to Stem the Rising Tide of Exaggeration in Advertising?"

By R. L. Hurst

Vice-President, George Batten Corporation, Chicago

HE more one studies the prevailing tendency toward exaggeration in advertising, the more convinced he becomes that it is by far the most momentous question to all advertising interests.

Advertisers, publishers and agents are common stockholders in the public's belief in advertising, and when that helief is shaken or confidence in the truth of advertising statements is impaired, all advertising interests lose through the decrease in advertising efficiency.

There isn't any question about the fact that the trend toward exaggeration is costing advertisers more millions of dollars each year in round, hard currency. This is, of course, the result of competition. Advertisers and agencies strain in the effort to create interest. With some it becomes a regular practice. A statement was recently made by a so-called advertising man to one of our clients that "exaggeration is the life of advertising."

It would be a very bad thing if many men in advertising held this point of view, but it would seem that more and more are drifting in that way. On the billboards Camel is proclaiming that Camel advertising tells the truth.

In a recent advertisement in *The Saturday Evening Post*, the U. S. Rubber Company said that "these statements are facts, not advertising copy." To anyone who reads that, it must be clear that the U. S. Rubber Company indicts the general truth of advertising statements.

The publishers tell me that their censorship difficulties are rapidly mounting and in many cases are quite out of hand. Let business have another slump and in the high-pressure anxiety to get immediate sales, you will see further increase in exaggeration in advertising.

The only way to curb this tendency is by education. It must be pointed out to all of the stockholders in advertising good will that the effect of exaggeration may eventually weaken the most powerful leverage they now have against competition. It could lead to a legislative curb. It exposes the whole advertising business to action on the part of Congress and legislators, to proposals of wide-eyed dreamers of the inauguration of a Will Hays in the advertising business and to continued increase in the dis-

count with which the public reads advertising statements.

I have heard men say that since the public is going to discount the statement anyway, it should be made stronger so that its actual effect may be more nearly that which is deserved. Taking all factors into consideration, it is high time that an alarm be sounded. While but a small part of the advertising body is infected, let us remember that this infection is more than a "gray spectre." It is a process of rot, actually in effect at the heart of our business.

Each advertising meeting is an opportunity for clarifying discussion. Each convention may well deal with the fallaciousness of over-statement. Each publication may devote continuous attention to the subject, calling upon a variety of contributors for a variety of viewpoints. Through such education, through placing this vital subject in the center of the advertising forum, exaggeration will decrease and such practices will be held beyond the pale. The combination of authoritative factors would accomplish the reform most needed in advertising practice.

Marketing By Zones

By H. A. Haring

N a previous article it was maintained that "every smokestack is a potential advertiser." however, the owner of the smokestack begins to think of advertising as standing, in the organization chart over his desk, at a par with his sales force, he is plunged into new terrors.

The unadvertised product is sold where customers can be found. If marketed through others than the maker himself (jobbers, chains, or mail-order), the manufacturer often does not know what are the ultimate outlets into consumption. An Akron tire maker, as an illustration, was selling a third of all his output in Texas and almost nothing in Ohio. The original promoter of the company, and its first president, had a flair for Texas and Oklahoma. He knew that country well and had found it easier to establish jobbing connections in this distant market. It remained for a successor to ferret out the fact that the tires were being re-jobbed in Chicago and were

actually being used within Ohio in large numbers.

If the manufacturer has nation-wide distribution, his advertising program is set for him. The remaining problem is that of manner of attack: that is, what media to use. Even for the smokestack without national distribution. thoughts are apt to be of "national" advertising coverage. Every business man knows of the smashing successes where an unknown product has suddenly been marketed through daring methods so as to make a million in the first year. This wild conception as to immediate returns of national advertising requires pruning to an extent that agencies and solicitors never guess. Next to the idea of being "too small to advertise" the most current belief of nonadvertisers (at least among those personally encountered) is something of this sort: "If some one would loan me the money to push this thing, I could do what Gillette and Wrigley did."

Misconceptions of this sort abound behind desks down there by the smokestacks. Yet it is to the solicitors for national advertising that we owe much of the nation-wide vision of our market. The general publications cover this country with their space solicitors. These men are "selling" advertising ideas on a nation-wide basis. They are creative salesmen of advertising, and with it of national distribution. Possibly a bank president of Pittsburgh, in a luncheon talk, hit off this thought as squarely as any could do:

"I can name a dozen manufacturers, doing business with our bank, who never thought of national distribution until some energetic so-

licitor tried to sign them up for national advertising. Until that day they had gone on making goods and selling them where they could. The solicitor wakened up their slumbering habits. A lot of them never will do national advertising, but every one of them knows there is such a thing as an American market that is bigger than the Pittsburgh district."

When such a manufacturer as Mr. Atwater Kent determined, in 1922. to expand his radio making, it was possible to launch a campaign of national advertising. His resources, his aggressiveness, his reputation for quality products and his experience in kindred lines were an assurance of success. Beyond all these qualities, he already possessed outlets of distribution at all centers. Hence, with a previous radio output of but a few thousand sets, he was vet justified in expending hundreds of thousands for advertising. The results were as one would anticipate. There never was the least

question as to the outcome.

Mr. Kent is typical of the rare few.

More typical the ordinary concern was a factory which 1924 faced a dilemma. This company made winterfronts for automobiles. Their product was good. To perfect machinery for fabrication had taken four months longer than schedule; to get their plant into production had run them well into August. Both delays had eaten into their capital of \$50,-000, which had, however, been augmented by borrowing another \$25,000. They knew no way to market their product in the short season ahead, other than through national copy. What was their awakening may be visualized



THE small factory is often decisively ruined or obscurely stagnant because of a misconception that is all too common: the management feels that advertising must be national or nothing. Yet there exists for it a system indicated by Mr. Haring by which markets can be found, developed, and efficiently made use of in a way whose essential logic assures satisfactory results

[CONTINUED ON PAGE 91]

My Life in Advertising—X.

Puffed Grains and Quaker Oats

By Claude C. Hopkins

NE of my greatest successes came about through advertising puffed wheat and puffed rice. And it came about in this way:

Mr. H. P. Crowell, the president of The Quaker Oats Co., was a friend of an old associate of mine. That associate urged Mr. Crowell to learn what I could do to help him. So one day Mr. Crowell called me to his office and said something like this: "We have our long-established advertising connections, and they are satisfactory. But we have many lines not advertised. If you can find one which offers opportunity, we will experiment with you. We will spend \$50,000 or more to prove out your ideas."

I looked over the line and I found two appealing products. One was called Puffed Rice, the other, Wheat Berries. The rice was selling at ten cents then, and the wheat was advertised at seven cents. The sales had been declining. The makers were convinced that the products could not succeed.

I selected those products because of their unique appeals. I urged them to change the name of Wheat Berries to Puffed Wheat so that we could advertise the two puffed grains together. I asked them to change prices, so that Puffed Rice sold at fifteen cents and Puffed Wheat at ten This added an average of cents. \$1.25 per case to their billing price. That extra gave us an advertising appropriation. I was sure that extra price would not reduce the sale, in view of our advertising efforts. And it gave us a fund to develop new users.

I went to the plants where these puffed grains were made. Professor A. P. Anderson, the inventor of puffed grains, accompanied me. During nights on the train and days in the factories, we studied the possibilities.

I learned the reason for puffing, It exploded every food cell. I proved that it multiplied the grains to eight times normal size. It made every atom available as food.

I watched the process, where the grains were shot from guns. And I coined the phrase, "Foods shot from guns."



That idea aroused ridicule. One of the greatest advertisers in the country wrote an article about it in *Printers' Ink*. He said that of all the follies evolved in food advertising, this certainly was the worst. The idea of appealing to women on a "Food shot from guns" was the theory of an imbecile.

But that theory proved attractive. It aroused curiosity. And that is the greatest incentive we know in dealing with human nature.

THE theories behind this puffed grain campaign are worthy of deep consideration, for it proved itself the most successful campaign ever conducted on cereals. It made Puffed Wheat and Puffed Rice the largest money-earners in the field of breakfast foods.

First, I established a personality: Prof. A. P. Anderson. I have always done that wherever possible. Personalities appeal, while soulless corporations do not. Make a man famous, and you make his creation famous. All of us love to study men and their accomplishments.

Then in every ad I pictured these grains eight times normal size. I made people want to see them.

I told the reason for the puffing. In every grain we created 125,000,000 steam explosions—one for every food cell. Thus all the elements were fitted for digestion. I combined

every inducement, every appeal which these food products might offer.

Puffed grains had been advertised for years, and with increasing disappointment; advertised as one of countless cereal foods. Nothing was cited to give them particular interest or distinction. The new methods made them unique. They aroused curiosity. No one could read a puffed grain advertisement without wishing to see those grains. And the test won constant users.

Then we distributed millions of samples promiscuously. The samples themselves did not win many users. We had to first establish an interest, a respect.

So we stopped giving samples to uninterested people. Nobody gains much in that way. Then we published ads in tens of millions of magazines, each with a coupon good at any grocery store for a package of Puffed Wheat or Puffed Rice. The people first read our story. If they cut out the coupon, it was because our story had interested. Those people welcomed the package, and they found what they looked for in it. That is so in all sampling.

We learned much from another experiment. We published tens of millions of ads which offered Puffed Wheat free to anyone who bought Puffed Rice. The offer was ineffective, as all such offers are. It meant simply a price reduction. It is just as hard to sell at a half-price as a full price to people not converted. All our millions of ads along those lines brought us very few new users.

So advertisers always find it. A coupon good for half the price is very small inducement. A coupon which requires ten cents for a sample appeals to a small percentage. Remember that you are the seller. You are trying to win customers. Then make a trial easy to the peopl whom you interest. Don't ask them to pay for your efforts to sell them.

Economy on this point multiplies the cost of selling. Inquiries for free samples may cost twenty-five cents each. Ask ten cents for the sample, and the inquiries may cost you \$1.25 or more. To gain that ten cents, you may be losing one dollar. And you may start only one-fifth as many

[CONTINUED ON PAGE 56]

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Frank Trufax's Letters to His Salesmen

By A. Jos. Newman

General Sales Manager, Bayuk Cigars, Inc., Philadelphia

Analyze Your Territory

To My Salesmen:

"Mr. Trufax, I cover five counties and when I say 'cover,' I mean COVER. You say you want me to get 50 additional customers. Well, with all respect to you, Mr. Trufax, it can't be done." So said one of you boys the other day when we were talking about increasing our volume of business.

I go along with S. M. Vauclain's (President of Baldwin Locomotive Works) ideas of building business—he says, "The secret of selling is not altogether getting bigger orders so much so as in getting more customers."

Well, to be absolutely fair.

I'll grant it's easy enough to say we want "more customers" but first we must ascertain if it is *possible* to get more customers.

How can this be determined? There must be some basis of figuring and surely we need not depend upon mere guessing to find out if in any territory more customers can be secured.

You take N. A. Daze, the salesman I was talking to for instance. He was sincere in saying "it can't be done," but how does he know? What knowledge has he actually got as to the potential customers in his territory and on what basis does he compute? Just to illustrate, I asked him what was the population of Easton, one of the good towns in his territory.

He said, "Around about 18,000." Population is 32,000.

I asked him, "How many cigar outlets in a town about the size of Easton?" He parried—"Well, some towns about the size of Easton would have more than other towns the same size and some towns would have less." He sure was on thick ice in that answer.

You see, boys, what I am getting at is that most always we "guess"

Editor's Note

W E publish herewith two more of the letters written by A. Joseph Newman under the name of Frank Trufax. Frank Trufax is an imaginary distributor who writes to his salesmen every now and then on subjects of vital interest. Each letter treats a real problem in the daily work of the jobber's salesman and does much to remove some of the kinks of the distribution problem. In the two letters published here Mr. Trufax gives his views on the following questions:

"Does a salesman really need guess how many potential customers of his product are in his territory? And furthermore, need he endeavor to figure without facts the possible sales of his product in his territory?"

> on vital matters of this kind and yet we can get real concrete dope on the number of potential customers in any territory.

> Let me analyze N. A. Daze's territory for you and you can follow through and get the same data on your own stamping grounds.

> Daze has five counties for us. He has 290 customers. We want fifty more and Daze has time to get 'em and hold 'em without skimping his present bread-earners. Now the point is—is it possible to actually get fifty more? All right—let's go.

The population of Daze's five counties is 130,000. In that population, there are at least 520 outlets for cigars. At least 520. We have 290 and a straight possibility of securing 230 more. Out of the 230 we are not selling, can Daze get fifty? I'll say he can and so said he when we tackled the subject with facts instead of fiction.

I hear you say—'Fine, Mr. Trufax, but where do you get that eyecpener that there are 520 outlets for eigars in a population of 130,000?"

On statistics just as accurate as the U. S. Government Census, there is an absolute minimum of 4 cigar outlets for every 1000 population. That is, a town or territory of 20,000 population has a minimum of eighty places selling cigars. A town or territory of 100,000 population has 400 places selling cigars and so on. Some sections of the country have a higher average than four to a 1000—some have as high as eight to a 1000, but you can bank on a minimum of four to a 1000 in any territory.

Now, take your own territory. How many customers have you? What is population of territory? How many should you have?

Maybe, you have all the customers you should have—maybe, you haven't. Why not find out? Say, facts show you possibility of 200 more. Dis-

count the 200. Cut out a certain number to eliminate the undesirable accounts you wouldn't want for a gift—cut out so many more for other sane reasons and then you'll have so many that you can get and then go get 'em. You'll find it a heluvacite easier to do that which you KNOW can be done than to give a tussle to that which you think MIGHT be done.

While I was writing this so-called sales letter, Billy Keepatem bounced in the office to ask—"How many cigars can be sold in my territory?" That's another good question, Billy, and the answer need not be a guess.

How many of you are interested in that question? Drop me a line, please. Best regards, boys.

Yours, factfully,

FRANK TRUFAX.

No Guesswork

To My Salesmen:

"In a territory of, say, a million population, how many cigars are consumed annually?"

"All right. Teacher, the answer is 55,742,312 cigars. Ask me another."

Then, the question can't be answered? Oh, yes! But—it cannot

[CONTINUED ON PAGE 63]

Your Money Isn't Worth It

Being a Morning in the Existence of Mrs. S. F. J. Schlink-Chase

Dramatized by Marsh K. Powers

SCENE—A breakfast table.

Mr. S-C: Gosh, this oatmeal is pretty punk.

Mrs. S-C: Yes-I'm afraid it is, dear, but I don't know what to do about it. It seems to spoil so since we started to buy it in bulk to save money and I don't believe it is quite as clean when we get it. Perhaps if we could add a large, mouseproof, cool room to the basement, that would help. We really need more storage space nowadays and I don't think a new room would cost more than \$500. Our house wasn't designed for our new way of living.

MR. S-C (ignoring the digression): Well, don't serve this stuff again or we'll be paying doctors' bills. (Changing subject abruptly) Say, can't we meet out at the club this afternoon and shoot a round or two?

MRS. S-C: Oh, I'm so sorry but I just can't make it.

MR. S-C (miffed): For Lord's sake, why can't you ever do anything I ask?

MRS S-C: Well, today it's because I've just got to make tooth paste, some face lotion and some silver polish and we haven't any materials in the house.

Mr. S-C: That shouldn't take even all morning. Just run around the corner to Nabor's Drug Store, get the stuff and throw it together.

MRS. S-C: But you don't understand at all. Ever since you began to insist on my getting my money's worth Mr. Nabor isn't at all pleasant to deal with. I never go to him any more. He says he can't take time from his profitable customers to measuring out and wrapping up three cents' worth of this, a dime's worth of that and a nickel each of



"Let me tell you here and now your money isn't worth it"

four or five other things for me. I'm pretty nearly ashamed to go into any drug store any more and it always takes me half an hour to get everything one of your formulas calls for. And last week when I spoiled the first batch of that perspiration recipe I could hardly force myself to go back. Sometimes I really wonder if it . . . (She breaks off.)

Mr. S-C: Oh, all right—if you don't want to play golf, don't. I'll find some one else.

Mrs. S-C: Before you leave, dear, I do wish you would go up into the big storage room and see if we have everything I'll be needing for the floor-wax next week. I'm not exactly sure what formula you said to use—I thought you said it was No. 18,876-C but that seems to be a waterproofing dope for basements.

Mr. S-C (rattling his newspaper ostentatiously): Yumph.

MRS. S-C (hopefully): And, while you're up there, see if you can see any way we can put up some more shelves. With all the carboys and big cans and crocks and things we

keep getting under this system, I don't see how the house is going to hold everything. When we get enough to save any real money, the quantities are so inconvenient.

Mr. S-C: Yumph.

MRS. S-C: And I bought those scales you wanted but the kitchen's so crowded I wish you'd find a place for them. (Plaintively) Am I to weigh EVERY-THING I buy?

MR. S-C: Uh-Yumph.

A clock strikes.

MR. S-C (jumping to his feet): Did you take that spot off my driving coat?

MRS. S-C (flush-

ing): Y-y-y-yes—at any rate, I tried. I got the spot off but the cleaner made a bigger stain. I think maybe we didn't get that last batch just right—either it isn't clean or we put something in that Maybe I got shouldn't be there. hold of the citronella bottle instead of that carbon-tetra-something-orother. It's so hard to keep them all straight. I spoiled one of my dresses with it and I don't know yet whether Dyer's can fix your coat so that you'll want to wear it. Did the Government department you got that formula from guarantee it against damaging fabrics?

MR. S-C (huffily): Of course not—it costs money to guarantee things and we're saving money. That's the Big Idea in not buying branded

MRS. S-C (uncertainly): Well, I just wanted to know. It just seems to me all the fun's gone out of life since you took this tack. I never spent so much time in the kitchen since we were married as I do now. Frieda is so used to prepared foods that she threatens to leave if we don't go back to some of them. And

[CONTINUED ON PAGE 60]

THE · EDITORIAL · PAGE

The 1927-28 Farm Market

A BOUT one-fourth of the inhabitants of the United States—some 27,900,000 people in all—live on farms. Their income totals over \$12,000,000,000 a year.

A good proportion of this income is available to spend for things among which the farmer may pick and choose. That is to say, when all his necessary expenditures are made, he has a sizable surplus left for purchasing many things that he does not really have to have, but which he wants to have—and he chooses these items from a long list of possible purchases.

The amount of this surplus of purchasing power for this year—much of which will be spent during the 1927-28 winter and the spring of 1928—has been estimated at close to \$1,000,000,000. This amount represents many advertisers' opportunity for sales in the rural markets of this country.

The farmer is greatly influenced by advertising. He is, in fact, largely dependent upon the advertising pages of magazines and newspapers for his information about new luxuries and conveniences for the farm and for his household—for all the varied things that directly serve to improve his standard of living.

With the probable exception of certain sections where the corn crop is not so good, the farm market in the United States as a whole this year should encourage all advertisers to farmers to expect good returns—from thoroughly informative advertising of the kind that farmers like to read.

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Watch Regional Organizations

AMERICAN organizing genius asserts itself in many ways. Not only do we have scores of trade and technical associations, but also we have regional agricultural organizations that take in definite parts of states. There is, for example, Southeast Kansas. Inc.

This regional "combine" was organized in March, 1926. It embraces nine counties in Southeast Kansas, with headquarters at Parsons, Kans. Its function thus far has been primarily development of the poultry and egg business. Commercial hatcheries are being established in almost every community within these nine counties. And the car loadings from this district are increasing fast, carrying poultry and eggs to eastern markets.

Such developments are of considerable interest to many advertisers. They give rise to new marketing problems and they open up more active markets for many of the comforts and conveniences of life. Southeastern Kansas, for instance, should already be a better market for hundreds of advertised products than it was before the farmers of that region were organized to secure a larger and steadier income from a greater output of poultry and eggs—produced at lower costs

through more intelligent handling of their production as well as their marketing problems.

Incidentally, regional organization of this kind lifts competition up into the plane where group advertising can be profitably employed.

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Thirty-Nine Years Ago and Now

FIGURES being its daily grist, the Wall Street Journal has worked out a most interesting comparison between 1887 and 1926; just thirty-nine years apart; little more than one generation of American life. Ordinarily such contrasts would not be profitable, but as the war period has proved itself such an amazing change-maker, it is really necessary occasionally to emphasize how fast we have traveled, in order to keep ourselves up-to-date.

First, take bank clearings, which measure the relative volume of business transacted then and now; 526 billions in 1926 as against eighty-four in 1887! The money in circulation is five billions today as against one and one-third billions then; a per capita circulation of \$42.62 as compared with \$22.45. The bank deposits rose from one to twenty billions; oil production rose from twenty-nine to 743 million barrels; wheat and corn production doubled; and our exports rose from less than one billion to five billions.

There now remains but to compute advertising volume to complete the Wall Street Journal's picture. According to J. George Frederick in his book "Masters of Advertising Copy," the volume was approximately \$80,000,000 in 1887, and is today about \$1,300,000,000, an increase of sixteen to one; many times any other increase in thirty-nine years.

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The American Center of Industry

ALTHOUGH we are used to the phrase "center of population," we are not used to the term "center of industry"—meaning the geographical location which is the "middle" of the manufacture of the country.

The Government Geological Survey has just finished a new calculation, to see how much it has changed, and finds that it has moved 75 miles southwest. It was 110 miles east of Chicago, on the Indiana boundary, in 1908. By 1918 it had moved 50 miles nearer Chicago, but now it is 25 miles southwest, at a point about 50 miles southeast of Chicago. Obviously industry is trecking westward, with a slant south.

The center of population is in Owen County, south-western Indiana, 170 miles south of the center of industry, while the geographical center is at about the center of the northern boundary line of Kansas, 640 miles west by south of the center of industry.

The Coming Competition With Europe

By Dr. Julius Klein

Director. Bureau of Foreign and Domestic Commerce

NE of the first r e percussions of the business comeback of Europe is the increasingly evident preparation for an aggressive drive for foreign marketsnot simply the recovery of pre-war trade but rather to capitalize the vastly increased new opportunities which have developed since 1918. Foreign trade has always represented a far greater proportion of the commercial life of Europe than is the case in this country; fifty least eighty-five per cent of the trade of each European nation lies be-

yond its borders as compared with about ten or twelve per cent in the case of the United States. The rehabilitation and expansion not simply of exports and imports but of all factors in international business improved cable service, new radio connections, international air traffic. better shipping, new overseas investments—constitute, therefore, a prime element in the economic revival of the Old World.

American merchants, manufacturers, bankers, and shippers are thus confronted with a new Europe of vastly more effective competitive potentiality, whose past operations can by no means be used as an index to what we may expect during the coming months and years. Here are just a few random evidences of this change: France is today the world's leading exporter of iron and steel products (she was far in the rear in 1913). German electrical and chemical manufacturing has enormously expanded, partly as a result of the



war and these changes have profoundly altered and strengthened her place in world trade. The hydro-electric development in Italy and France is three or four times as great as in Britain has made an astounding recovery from the depression of last year and is marshalling the vast economic strength of her overseas dominions, colonies, and mandated territories in a manner which promises most vigorous rivalry with any American trade expansion. The foreign trade of the Empire is more than double that of the United States and the overseas holdings of British investors, though temporarily retarded by the war, now total unward of 20 billion dollars compared with the approximately eleven and one-half billions of American foreign investments.

THERE have been loud lamenta-L tions of late that post-war developments in one or two desirable markets have impaired the sales of some European commodities which were more or less prominent in pre-war trade. In most cases a careful scru-tributing materially to the increasing

tiny will reveal the fact that the loss of these items is actually far less important than has been assumed and that they are more than compensated for by certain so-called "invisible" items of the international which do not appear on the balance sheets of merchandise statistics.

Indeed, the European business world is beginning to realize more and more that much of its future competitive power in adjusting international balance is to lie in the field of "invisible" items: profits

on overseas insurance operations, returns from various services and from the performance of distributive functions for other nationals middlemen, commission merchants, agents, etc. There are, of course, other more commonly mentioned elements in this category of imponderables which contribute materially toward the balancing of European commitments, notably remittances of her emigrants in the United States which totaled two hundred and eighty-seven million dollars in 1926, to say nothing of the increasing returns from similar sources in South America and the exploitation of tourist traffic which is rapidly becoming one of the leading European "industries." United States is involved as a debtor in each of these important functions. So far as our own trade is concerned, we shall probably always resort in some measure to the facilities of Europe for cables, insurance, and certain distributive functions, especially in various colonial markets.

All of these elements are con-

[CONTINUED ON PAGE 72]

Portions of an address delivered before the Export Managers' Club and the Na-tional Credit Men's Association.

BRUCE BARION

ROY S. DURSTINE BP ALEX F. OSBORN



BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

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New York: 383 Madison Avenue

Boston: 30 NEWBURY STREET

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Some of the Fundamentals of Headline Writing

Notes for a Lecture Before an Agency Copy Staff

By Ralph McKinley

EVENTY-FIVE per cent effectiveness of an ad is in headline. Maybe. Certainly it's important. Some insist on long heads. Some short. That's like argument on long and short copy. Gets nowhere.

There are all kinds of headlines. Forty-seven different ways to classify them according to what you wish.

One of my classifications is "One Word" or "One Phrase" headlines. Look at this haberdashery page entitled "On Shipboard." Entitled is right. Then here's a food house with an "institutional" page also entitled "Confidence." Saw issue of Home Journal short time ago that had two advertisements of food houses headed "Confidence." Here's another "Entitled" head. Fire insurance page. Says "The Tempter." Not so good, these.

Another kind of headline is the "News" headline. Takes name from newspaper heads. Here's an original: "Police Guard Held in Payroll Murder." In advertising, "News" headlines run something like these: "Right and Wrong Ways of Removing Cold Cream." "How Corns Are Conquered by the Opera Ballet." "An Amazing New Principle for Cleaning Your Delicate Novelty Footwear." Sometimes a "One Phrase" headline is a "News" headline too, and a terribly good one although it only names the product. Will any advertisement get more attention and reading action than the first one with this caption: "The New Ford Car." News heads are subject to all kinds of sub-classifications. Won't go into that now.

Lots of testimonial advertising now. That's bringing lots of "Testimonial" headlines. Here are some: "Six months ago I was miserable, unhappy." "772 New York State Doctors declare: 'Cream of Tartar Baking Powder is most healthful.'" "The most luxurious one could provide,' says Mrs. Howard Linn, prom-

TEVENTY-FIVE per cent effec- inent society woman of Chicago."

Some folks think the headline should be a short advertisement of itself, like this: "Old Dutch safeguards your family with Healthful Cleanliness and protects porcelain and enamel," or this, "You can trust the name 'Squibb' as you trust your physician."

People who insist on this kind of headline say public doesn't read advertisements—that you've got to tell everything quick. These advertisers often defeat own purposes—bellow so loud no one hears what they say. Here are more "Tell Everything," or "Yell Everything" headlines: "Seiberling All-Treads, More Rubber—More Cotton—MORE TIRE," "Flit will completely rid your homes of Flies and Mosquitoes."

ADVERTISING men who insist on this kind of headline are coat tail grabbers. They yell "Hey!" as reader runs by. Try to substitute noise for interest. Admit there's nothing much to say, except what headline whoops.

But don't be too sure all such are N. G. Sometimes you see headlines that would be improved if product were named and head told more. Here's an appetite headline that may refer to baked beans, crackers, cookies or, as it happens to, Grape Nuts. It reads: "Baked to goldenbrown crispness... baked to nutlike sweetness, this is a food made famous by flavor."

Think though, if it were my money, I'd pass up the "Tell Everything" heads and spend it on copy with headlines like these:

"Complexions are loveliest when they have this simple care."

"Women were quick to discover it! today the favorite salad dressing everywhere."

"The best jam or jelly now is made with only one minute's boiling."

"Pies men like—and a quicker way to make them."

Refer back to the news heads and testimonial heads. Many of these good, too.

But probably best headlines of all, those which are seductive—and are keyed to illustration. Repeat keyed to illustration. Like "Gay times for guests when the drain chokes up," "Dry when he wakes up," "All for Science," (Ivory Soap boy bathtub), "Waste's Red Figures Turned to Black," "All the king's horses and all the king's men cannot hurt '61' Floor Varnish," "In ten minutes they will be dead."

I think probably these last seven headlines are best of all for in these advertisements two attention getters—headline and illustration—work together to coax the reader into the text.

To get this kind of advertisements, however, we must stop thinking of copy as one unit and art as another unit.

We must write things that can be illustrated. Copy that will bring pictures into the minds of the men in the art department.

When we do that we will have better headlines and better advertisements.

I do think folks will read your copy when you write headlines like these. And the more of your copy they read, the more time they spend thinking about your message, the more your client will get out of it.

Believe that a headline on a magazine advertisement is good or bad to the degree that it encourages the reader to read the copy which follows it.

If the headline coaxes or pushes the reader into the text it is good. If it doesn't, it's bad.

If I were trying to set down a formula for headline writing that formula would read something like

Write headlines that will coax or push the reader into the text. I would use the same formula in

[CONTINUED ON PAGE 62]



Largest Rail Program in the World

THE purchase of 300,000 tons of steel was I recently authorized by the Pennsylvania Railroad for use in 1928. While this is the largest rail program authorized in any year by any railway in the world its magnitude may be appreciated by the fact that this quantity of rail is sufficient to lay a double track line between Philadelphia and Chicago.

This is but an indication of the size of steam railway purchases that annually include locomotives, cars and appliances; machine tools and shop equipment; bridge, building and track materials and tools and labor saving devices; and electrical materials and equipment for use in practically every branch of railway service.

In reaching the steam railway market the five Simmons-Boardman departmental publications that comprise the Railway Service Unit can aid you materially, for each one is devoted exclusively to the interests of one of the five branches of railway service.

Simmons-Boardman Publishing Company

"The House of Transportation"

30 Church Street

New York, N. Y.

Washington, D. C.

105 W. Adams St., Chicago

6007 Euclid Avenue, Cleveland

Mandeville, La. San Francisco

A.B.C. and A.B.P.

Are the Railroads Overlooking Their Advertising Opportunity?

By Ernest John

STREAK of steel, a mighty thunder of wheels, a billow of spray as she fills her water tanks and then two glowing red spots fading into the West, to the sharp staccato of clicking rail joints.

That's the obvious high light in the railroad's picture—the appeal of its crack trains. But, as an advertising man with more than twenty years' of practice, I wonder why most railroad advertising never gets any further—if indeed it gets as far as this one advertising effort.

Have I grown callous to this thrilling spectacle? Not at all.

The thing happens every night, and not a stone's throw from my garage. Summer, winter, seed-time or harvest, hot or cold, blizzard or thunderstorm—nothing makes any appreciable difference. I can call off the minutes on my watch and tell you when she'll go racing through. What's more, I do it often.

She comes suddenly around a beautiful curve—she literally "bursts into view"—and the weather must be very bad or I must be very low in my mind if I do not stop other occupations long enough to enjoy that exalted moment.

That's how I feel about one of the famous trains of the country, and so it may be conceded that I do not lack appreciation. Still I wonder why it is that such railroads as make any widespread advertising effort feature so little when they have so much to feature.

A railroad is a business. It doesn't happen to be confined within four walls; it may not have the same centralization, but it is susceptible nevertheless to the same influences and responds to the same stimuli as other businesses. That it is less centralized makes widespread public appreciation and public acceptance the more imperative.

The case of the railroad, as is the case of all large corporations, is complicated by infrequency of contact, and of all such business organizations the railroad probably would be voted the most impersonal. Hence



Mr. John was for many years Advertising Manager of the Victor Talking Machine Company. He is now associated with the McLain-Simpers Organization of Philadelphia

there is a greater need of offsets.

At this point I shall perhaps be reminded that the railroads do make a persistent effort and spend both time and money to offset unfortunate occurrences. No doubt—but why so secretive?

The man who makes the welkin ring with the tale of sufferings imposed upon him by some railroad, has never in my experience hired a hall to tell how pleasant a recompense was subsequently provided. It is reasonably certain that if the railroad does not tell its own story—so that he who runs may read—then the story will not be told.

Important as these unfortunate occurrences may be in the aggregate, they would be relatively harmless if the policy of the railroad was to keep *itself* "sold."

Heretofore, with possibly an ex-

ception or two, the purpose of most railroad advertising has been to increase or stabilize passenger traffic by featuring the advantages of crack trains or the attractiveness of certain resorts or routes. Most of this 'has been good; much of it excellent; and no doubt it has accomplished its purpose in a satisfactory measure.

There have been other advertising or publicity efforts; for instance those which for the greater part tend to show that railroads do not make exorbitant profits. This, too, serves a purpose; but an advertising effort which takes the defensive attitude to a disproportionate extent will conquer few new worlds, whether of good-will or of increased receipts.

No program of such restricted scope can be adequate to bring to realization the advertising opportunities possessed by any railroad.

The development of freight and passenger traffic, the building of good-will in the commercial sense, the reduction of accidents through education of both public and employee, the tonic effect upon the railroad's organization of having its ideas of personal service emphasized to the public—each of these is desirable in itself; but the sum of them all still falls short of the accomplishment that is possible for an institution of such importance and such farreaching influence.

WHEN we consider the extent and character of the territory served by a railroad; the degree to which industry, commerce and agriculture are affected by it; the millions of people who are largely dependent upon it for the everyday comforts and necessities of life—it is hard to believe that any advertising objective, however ambitious, can be beyond the bounds of reasonable expectation.

Is it so hard, really, to see a railroad as the dominant, constructive influence throughout the territory it serves, as a determining factor in economic, industrial and social problems?

[CONTINUED ON PAGE 54]



Herbert Tareyton is back at Federal. Federal created him. Federal prepared the advertising which helped him to achieve pre-eminence among the better quality cigarettes. And now Federal is happy to announce his return, and to add to its clients the name of the Union Tobacco Company, *Purveyors of Better Cigarettes and Tobaccos*. Federal Advertising Agency, Inc., 6 E. 39th St., N. Y.

To Scare, or Not to Scare?

Is Not Scare Copy the Logical Appeal in Insurance Advertising?

By Laurence G. Sherman

VERY time it falls to my lot to escort my three-year-old son to ⊿his room for the afternoon nap, I am confronted by an analogy between that particular situation and the business of advertising some kinds of insurance. My heir-apparent regards his nap as a hateful device invented by grown-ups with no sense of perspective, who take savage pleasure in shooing him off to his room for a couple of unproductive hours just when the day is going most excellently. All my arguments as to his health, sweetness of disposition at supper time and the like, have no effect on his opinion.

There is only one cogent argument. That is the sight of the bright orange gas-tank measure kept on the kitchen cabinet for similar persuasive purposes. Logic, appeal to reason, pleading — pouf! They don't make first base. But one brief brandishing of the measuring stick alters his point of view miraculously. Scare copy sells him that little white bed so effectively that he scoots upstairs with one eye warily covering his retreat.

I cannot escape making a comparison of this nap-time negative appeal with the business of advertising insurance. I am sure that I am in the decided minority when I lift up my voice in praise of negative insurance copy; but when we take the situation to pieces, the essence of the whole business is composed of emotional impulse in far greater proportion than the cold workings of logic. The real whip, after all is said and done, is the economic fear of death or disaster and the subsequent privation of the individual or his family. So I wonder a good many times when I read the carefully fabricated life insurance advertisements which sedulously avoid all moribund gestures in urging the benefits of creating an estate, if it isn't going around Robin Hood's barn to tell a story, the substance of which is really this: you die, will your wife and children suffer financial hardship?"

Of course, no one would be eccentric enough to suggest that all kinds of life insurance be advertised with



THE inside of this booklet put out by the Century Indemnity Company of Hartford, Conn., reads:

That paralyzing moment . . . the sudden looming of a frightened face . . . the screech of brakes . . . a desperate wrench at the wheel . . . too late . . . It's all over: your savings . . your home . . . plans for your children's education . . . everything you have been planning, working, and hoping for . , gone . because you felt you could get by without public liability insurance on your automobile.

a background of economic pressure induced by fear of death. There are forms of insurance which contemplate the actual preservation of life as the big urge in buying. Annuities aren't any good to the man who dies before he is due to cash in on his policy. And many of the big, important policies are sold to men who are simply fitting one more unit into

their general estate scheme; men whose families would be comfortably situated through sheer inheritance of accumulated wealth. To this man nothing but the banking side of insurance would appeal; the death contingency is useful only as a guarantee that his plans will not miscarry if he is suddenly removed from his endeavors.

And there are a good many men in not such affluent circumstances who have a clear-headed understanding of insurance as a means to independence in old age, and who perhaps will be incited to action by the purely logical life insurance advertisements picturing retirement in comfort at the age of 65 or so.

TET there is an insistent under-Y tone beneath the whole works; the undertone of life's uncertainty. No man of 35 can picture himself as being a failure at 65. Something is going to break that will make him independent. If he could be guaranteed absolutely that he would live to the age of 70, I wonder if he would buy any form of life insurance except possibly an annuity. All the accrued benefits which life insurance will some day pour into his own lap are really by-products. The real thought that impels him to buy his insurance is the reflection that before another birthday, his wife and his family may be facing the future without his income, or his plans for a well balanced and well regulated estate may be instantly demolished.

Life insurance is a shield against financial havoc wrought by death. All the ramifications and specialized developments in the way of payment methods, income arrangements, and educational schemes are just trimmings added to the main structure.

This being true, is it really such bad taste to come right out and talk turkey about the pure essence of life insurance, which is a simple statement that in the midst of life we are in death? I know it sounds mournful and depressing. But The Phoenix Mutual Life Insurance Company is managing to put it over pretty adroitly in some of their copy. They

[CONTINUED ON PAGE 86]

"Adequate retail representation

and dealer cooperation in pushing your line are necessary adjuncts to a national campaign.

"The retailer has the strategic position, and his aid must be obtained. His interest must be aroused and carefully continued.

"The retailer speaks with a voice of authority to the people of his community. They look to him for that refinement of merchandising-service. He is nearest the consumer. He extends credit to customers who would be unknown to the manufacturer. He makes possible small purchases. He shows goods in alluring display. He performs direct service, aiding in selection and making exchanges readily. His boys carry baskets to the neighboring farms, or his motor trucks deliver swiftly for miles around."

FROM SELL-ING FORCES, CURTIS PUB-LISHING CO.

TRUE TALK

First win an audience with the man who can make or break your success. Then show him why and how he can make real money with your product. In the dry goods and department store market, this man is the merchant. His selections are guided by constant use of his business papers.

Dry Goods Economist

239 W. 39th STREET, NEW YORK

OFFICES IN PRINCIPAL CITIES

The Baker's Dozen In **Agency Service**

Some of the Things an Agency Does Besides "Advertising"

By An Agency President

T happened after a particularly busy day during which a half-👤 dozen non-routine matters had wreaked such havoc with your present scribe's plans that his intended program had "gang" aft and widely "a-gley." In campus language, "extra-curriculum activities" had played hob with my normal assignments for the day.

That evening we were on the terrace of a neighbor's home and had just been introduced to a newcomer to the vicinity and his better half. When the feminine contingent had withdrawn indoors, to inspect a recent purchase of our hostess in the millinery line, and the masculine remainder had placed matches to their favorite smokes, the newcomer asked me a question.

"And what business are you in, Mr. M——?"

"Oh, I'm an advertising agent," I replied.

"Advertising agent?" he repeated with very obvious interest. "As I understand it, that means that you prepare advertising for various advertisers and then place it with the magazines, newspapers and so forth. That's all an agency does, isn't it?"

I admit that I was tired, mentally and physically. I plead guilty to playing false to my associates and contemporaries in my particular field of activity. And I confess that I answered, in apparently sprightly and cheerful agreement, "Yes-that covers it. That's what we do."

Later, when I was more relaxed and partially rested, I regretted all that I had left unsaid.

By the time I had entrusted my head to what should have been a drowsy pillow I was wide-awake with a sense of irritation and resentment at my inquirer's lack of understanding, even though I had fumbled a wide-open opportunity to enlighten

Before I finally coaxed myself into dreamland I had mentally tabulated the more recent services we had rendered which could not, by any stretch of the definition, be included under "just handling advertising."

And since it seems to me that even among the readers of ADVERTISING & Selling there are unquestionably many who have only an incomplete picture of the ramified activities of an agency organization, I believe that that midnight-made mental tabulation, slightly expanded as to details, should prove of some interest.

The agency which performed the services which are listed later serves twenty clients. It is not a "big ' in the sense of its total dollar-volume. On the other hand, it is not a small agency, since its organization numbers well up into the twenties, all departments included. Whether we are more or less active in rendering extra-services or above or below average in our watchfulness for opportunities, 1, of course, cannot say.

IF, however, our business is assumed to be somewhere near the "grand average" in size and volume and reasonably typical in energy. then this tabulation gives some picture and some measure of the "nonadvertising services" rendered by the more-than-one-thousand agencies now operating between the Atlantic and Pacific coasts. If you keep in mind that this tabulation covers less than a half-year and then multiply it by 1000, the total gives a rather comprehensive — and impressive picture of the influence of agencies on American businesses in otherthan-advertising matters.

In the tabulation are included only the more interesting of the "outside services" recently rendered. A few of these were undertaken at the client's suggestion, the lion's share on our own initiative, but only where specifically stated did any part of the service involved appear on an invoice to the client in question.

1. For Client A, initiated the preliminary negotiations and assisted in the later developments which led to a

\$50,000 sale to another of our clients.
2. At the request of Client B called on his largest customer and, from the interview, discovered the reasons behind a radical and unfavorable change of attitude on the customer's part.

3. Recommended to Client C change of company name. The recommendation was adopted and has proved

highly beneficial.

4. Initiated and prepared a program of Salesmen's Contests for Client D, which is now in successful and productive operation. (Compensation under

supplemental service fee.)
5. Brought Client E, owner of a patent, into touch with a manufacturer who is now financing E's produc-

6. When Client F was invited to address an association of his customers and prospects on an important merchandising topic, he called on us for assistance and a member of our organization wrote and delivered the mes-(Billed on a time-and-travel

7. Sought and found a suitable new product for Client B to manufacture. Deal fell through only when owner

made his terms inacceptable.

8. Initiated a program for improving Client G's entire line of packages -the improvements embodying radical changes both in the design and construction of containers and in the materials used, and redesigning of labels. (No charge for preliminary work -balance of assignment handled on standard basis.)

9. Conceived the possibility of securing for Client H an "educational exhibit" under the auspices of a public institution and arranged for its ap-

pearance.

10. Initiated and made the presentation to Client I of a cooperative plan which, if adopted after engineering tests are completed, will result in Client J's product becoming a standard part of I's product.

11. Repeated above with Client K. 12. Prepared a bulletin for the guidance of salesmen of Client L on the subject of selling to one class of custo one class of customers, which Client L has published in book form for permanent usefulness. (Compensation under supplemental service fee.)

13. Was instrumental in securing for Client H an invitation to prepare an article on his specialty to appear in a prominent magazine (the invitation being deflected from one of his competitors).

14. Conceived, developed and sub-[CONTINUED ON PAGE 55]

The Record of 36 Advertisers

Just 36 advertisers of drug store products keyed their copy in Smart Set during 1926. Of these . . .

- 14 have written telling us of the extremely low cost at which Smart Set produced inquiries and sales for them.
 - 9 are investing far more money and in most cases using larger space in Smart Set than in 1926.
- 1 1 have made heavy cuts in the whole magazine field, and 5 of these have so far used no space at all in the principal magazines during 1927.
 - 2 have made agency changes during the past year, accompanied with an entire change in their advertising plans.

Certainly, a startling record of results—and for commodities other than drug products. Smart Set will produce results just as effectively for it reaches the responsive, younger buying element—buyers of everything from soup to silverware, from perfumes to automobiles.



CMART SET

119 West 40th St., New York Chicago Adv. Office, 360 N. Michigan Ave.

"For Immediate Release"

By Robert Douglas

ever that may be. Its lot is certainly a hard one. Watch the trade papers of the newspaper business if you want to see what is happening. The editors are on the warpath, armed with blue pencils, shears, and editorial invectives.

This is no news event; the editorial war on publicity is a continuous affair, smouldering all the time, except when some incident provokes its burst into flame. And the future outlook is for more of the same, for the two forces which started the feud, long ago, continue to wrangle over each incident, while they busily provide more incidents like it. Publicity always has been. and still is being, abused. As long as the abuse continues so long will the quarrel continue between the men who write publicity material and the editors who receive it. And yet, to a by-stander, the quarrel seems entirely unnecessary. Like all quarrels, it is born of a misunderstanding of the other fellow's viewpoint. It ought to be no harder to bring peace to the warring factions than to—well, than to get the lion and the lamb to lie down together.

Before we try to discover what the fight is all about, and what can be done about it, let me set down a few dogmatic opinions on the subject of publicity.

(1) We need a common interpretation of what "publicity" is, when the word is used in the sense in which we are now considering it. The dictionary definition of "publicity" heads off in a totally different direction. The publicity which Prof. W. Z. Ripley urges for corporations is more nearly in line with our interpretation. An excellent text book on Public Relations uses "public relations" as a synonym for publicity. An advertising man considers advertising and publicity as two wholly different things, but a great many other people use the two words interchangeably, without knowing whether they mean one thing or the other.

Suppose we define publicity, here, at least for our own purposes, and adhere to that interpretation throughout this discussion. Let us

OOR old "publicity"—what- define honest-to-goodness publicity news of a company or organization, its affairs and activities, sent by an interested person, to newspapers for free publication." So simple a definition requires enlarging, of course, but only the word "news" needs examination now. Which brings up the second point,

- (2) Ninety per cent of the stuff sent out in the shape of publicity material is rubbish. The percentage of rubbish would have decreased long ago if the newspapers had not published so much of it. As long as newspapers accept rubbish, people will write it and send it out. Which brings up the question of responsibility for the present situation.
- (3) Publicity writers and newspapers alike must share the blame. The writers have tried every conceivable trick to get free space, and the newspapers now are on their guard. But the newspapers continue to invite publicity material by the puff articles which appear in every issue. They are both defiant and yielding.
- (4) The advertising man or agent who sends a press story along with his advertising order is doing all he can to make the situation worse. The only contributing evil of equal importance is the voluntary offer of a newspaper to run a story along with an advertisement. The advertising man is demanding something he has no right to expect; the newspaper is deliberately lowering the value of its columns and decreasing its own self-respect.
- (5) Publicity writers should learn the genuine news value of their news, and shape their releases accordingly. If they decline to do this, they have no cause for complaint if editors do it for them, using what is good and rejecting what is rub-
- (6) Editors should forget old grievances and not class as rubbish everything that comes to their desks in the form of press notices. other words, they too, should gage the news value of the item, and give it a fair chance in competition with other news, regardless of the source from which it comes.

A prominent newspaper in the

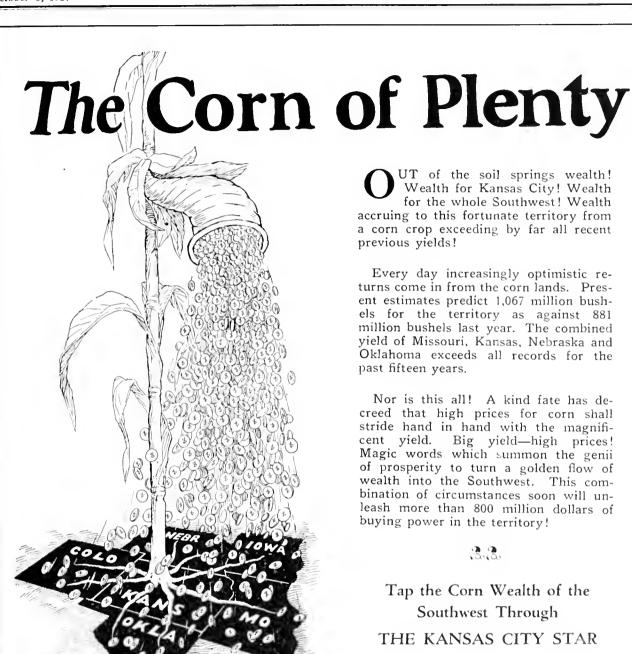
Middle West has a form postal card with which it acknowledges every piece of publicity matter received. The postcard shows a table, piled high with bundles of manuscript. The caption below says, "If you don't see your publicity stuff in our columns, it is in this pile.'

Publicity men ought to keep that photograph in mind. If any newspaper in the country is receiving press matter in such volume as to load a table in a short space of time, it is obvious that editors have no time either for careful hunting to find the news or for careful editing to make it presentable. The burden of editing, therefore, is clearly up to the man who writes the stuff. This burden involves three obligations: first, to judge impartially the news value of what he intends to write; second, to discard the rubbish before it is ever written and to write the real news in usable form; third, by these means to reduce the volume and improve the character of the stuff he sends out.

THE other half of the way to peace is up to the editors. Their new code must include these obligations: First, to treat news as news and to give the publicity man's news an even break; second, to treat all publicity alike in this respect and to weigh its value solely on its news merit; third, not to break down the system and bring confusion again by publishing rubbish—anybody's rubbish.

A few examples may clarify the principles these generalities intend to describe. Let us take, first, a recent case in which the editor is the guilty party. It will illustrate the state of mind into which editors have lashed themselves in their fury over The Evaporated past indignities. Milk Association sent out, as part of its publicity service, a Hallowe'en feature for the women's page. It is well written, appropriately illustrated and contains an introductory paragraph about Hallowe'en and then four good recipes for party refreshments. Three of the recipes call for "evaporated milk," and one calls for "cooked salad dressing." It is thoroughly good stuff for a household page, and only a suspicious

[CONTINUED ON PAGE 70]



UT of the soil springs wealth! Wealth for Kansas City! Wealth for the whole Southwest! Wealth accruing to this fortunate territory from a corn crop exceeding by far all recent previous yields!

Every day increasingly optimistic returns come in from the corn lands. Present estimates predict 1,067 million bushels for the territory as against 881 million bushels last year. The combined yield of Missouri, Kansas, Nebraska and Oklahoma exceeds all records for the past fifteen years.

Nor is this all! A kind fate has decreed that high prices for corn shall stride hand in hand with the magnificent yield. Big yield—high prices! Magic words which summon the genii of prosperity to turn a golden flow of wealth into the Southwest. This combination of circumstances soon will unleash more than 800 million dollars of buying power in the territory!

3.3.

Tap the Corn Wealth of the Southwest Through THE KANSAS CITY STAR and The Weekly Kansas City Star

The Kansas City Star and The Weekly Kansas City Star saturate the prosperous Southwest with amazing thoroughness. The Kansas City Star, with nearly a quarter of a million circulation twice daily, completely covers Greater Kansas City and suburban territory. The Weekly Kansas City Star, with nearly half a million circulation, reaches the rural two-thirds of the Southwest not reached by metropolitan daily newspapers. In combination these two great newspapers have nearly a million circulation throughout the seven states surrounding Kansas City. This vast circulation is available at the lowest advertising rate, considering circulation, in America.

Plan your campaigns now-

Get your share of the corn money!

THE KANSAS CITY STAR The Meekly Kansas City Star.

New York Office, 15 East 40th St. Lexington 10122.

Chicago Office, 1418 Century Bldg. Wabash 1067

The 8pt. Page Odds Bodkins

 ${ op}$ E Americans haven't much imagination, after all. This summer Mrs. Bodkins and I took a 1500-mile motor trip through New England, and one of the things that both of us marked was the paucity of imagination in the signs along the roadway, and the names of the towns, and the streets in the towns,

Main Street, Maple Street, Walnut Street, Elm Street, Center Street . . . Main Street, Maple Street, Walnut Street, Elm Street, Center Street.

East Conway, North Conway, South Conway, Conway Center.

Antiques . . . Antiques . . . Antiques. Tourists Accommodated . . . Tourists Accommodated . . . Tourists Accommodated.

We had quite given up hope of any variation in the monotony (save for the crude attempts at being clever in the matter of heralding hot dogs), when we rounded a curve and beheld an antique shop bearing a sign reading: "Early New Hampshire Furniture."

"That," said Mrs. Bodkins, "is the only sign so far on this trip that has made me want to stop. It is both appropriate to the place and picturesque."

"Appropriate to the place—and picturesque," mused I to myself, "A very good specification for a sign."

-8-pt-

Another advertising man has written a novel-my young friend Leon Kelley of the Farnsworth & Brown agency. It is called "Margherita," and it is refreshing to discover that it is not of the world of commerce as might have been expected of an advertising man's novel-though not of Leon Kelley's, if you know him. He has done a rather exquisite etching of a woman's mind.

While the blurb sheet that Putnam's send out on "Margherita" classing it with "Monsieur Beaucaire," "Parnassus on Wheels," and "Lolly Willowes," is rather overwarm in its enthusiasm, there is no gainsaying that the book has a certain appeal and individuality which lift it out of the ordinary run of novels.

I have a feeling that Leon Kelley will persist at novel writing-he is that kind of a young man-and that he will develop a style and a technique that will be Leon Kelley's and his alone.

-8-pt-

This is a young magazine. It is kept young purposely, because advertising is young.

Yet we here in the editorial offices had never realized quite so consciously what we are striving to do as when we received a letter from Chicago this morning from one of the old "warhorses" of advertising, of whom the Editor has requested an article.

We older fellows, who have met with some degree of success in advertising work, usually flatter ourselves that the younger men like to have us tell them things that seem important to us as guide posts for their advancement.

their advancement.

But, after all, I wonder if it is not better for them to ride on the front seat of the pathfinder car and direct their search lights ahead, down the rough, mending advertising road—rather than to ask them to follow us and keep their eyes on our tail light.

Advertising, too much so, has been a game of "follow the leader." It ought to be more of "lead the leaders."

And so I am going to ask you to excuse me from the personal gratification of carrying out your suggested assignment and I propose, instead, that you get the younger, the trail-blazers, to write articles that will make us gray-heads wish we were again young in the business.

Isn't that an interesting point of view, and a gracious one? Of course, our correspondent cannot escape so easily-for his very letter proves that while he may be gray around the temples, what's beneath is as young as advertising. We shall have an article from his pen shortly, or I shall be disappointed in the persuasive powers of the Editor!

-8-nt-

Have you ever stopped to think what a morbid world this would be without advertising?

Think of the novels that we (or our wives) read. And of the stories. How many of them are happy?

Mostly they are unpleasant, and leave a sense of hopelessness or dis-

It seems that unless they did this they would not be "literature."

Thank Heaven, the advertising pages smile! They may be commercial, but certainly they are cheerful.

Between "Elmer Gantry" and a Congoleum advertisement, there is little question which will contribute most to the national happiness!

-8-pt-

I sometimes wonder, just what sort of items you who read this page like best to find here.

Do you prefer the ones which stick closest to advertising and selling? Or do you like to wander more afield? my occasional reminiscences boresome, and do I offend by seeming egotistical, when at heart I am quite human and humble?

1 sometimes wonder.



This question of whether or not executives should answer their telephones themselves seems to have two sides to it. The publication on this page of the item about the New York American's policy has stirred up both camps. Sample communications submitted herewith.

From a secretary to the president:

From a secretary to the president:

Dear Mr. Bodkins:

Unfortunately, I did not give the fourth cheer for the New York American's letter in regard to executives answering the telephone. I should have felt like a tremendously poor sport if I had.

Look in on this moving picture if you will. The president is talking to BIG CUSTOMER from the West, try to sell him the idea of buving more goods than he did last season. He has reached the psychological moment and the phone rings. A voice asks for the President and the following conversation takes place:

"I represent Local No, 7 of railway vardmen. We have a couple of fellows going up to Saranac. We're fitting them out and wonder if you will be willing to supply them with a couple of hats? We know you don't like to advertise in our magazine and thought this would be a good way of letting you out."

After explanations the president resumes the conversation with PIG CUSTOMER but has to work up enthusiasm again. Just at the psychological moment again another call comes in. Etc., etc.

the psychological moment again another call comes in. Etc., etc. Now, in all fairness to business progress DON'T you think such calls should have DON'T you think such calls should have been intercepted before reaching the presi-

Anna M. Anderson.

This from the Director of Public Relations of the Union Trust Company, Detroit.

Dear Odds:

Dear Odds:
In your most interesting \$-Pt, Page, on Angust 24, you printed Mr. Clarence R. Lindner's letter written to the personnel of the New York American, in which he suggests that the best way for the American to cultivate the good-will of the customers of the institution is to say that officers answer the telephone without too much delay.

You gave three cheers for the letter and you asked if you heard a fourth. Here is the fourth. President Frank W. Blair of the Union Trust Company long ago issued absolute instructions that every one of our

absolute instructions that every one of our fifty-six officers should answer his own tele-phone, under all circumstances, and should permit his secretary or stenographer

not permit his secretary or stender which do so,

This rule is absolutely insisted upon by
Mr. Blair and we are very proud of the
fact that the Union Trust Company maintains what we believe to be the good-will
of all the people with whom we do business.

I congratulate you upon printing Mr.
Lindner's letter and hope that the excellent
example which he is inculcating in the New
York American will be more generally
broadcast among responsible business HOMER GUCK.

I can't help it if people simply won't agree on things!

Sell the Farm Market with Roto

OR nearly a year now Southern Ruralist has led the way with rotogravure in the farm paper field.

This distinctive cover service has given Southern Ruralist greater individuality, prestige, reader interest and pulling power.

Sell the Southern farm market with picturized advertising. The covers are produced in our own plant. Rates for back covers, full pages or broken pages on second and third covers, represent only a nominal advance over black and white rates.

Circulation over 435,000 net paid.

SOUTHERN RURALIST

ATLANTA, GA.

Serves Every Interest of the Farm Home

Special Representatives: E. Katz Special Advertising Agency
New York
Chicago Detroit
Atlanta San Francisco

1411 Syndicate Trust Bldg., St. Louis

Special Features in This Issue Oct. 1---Building Number

OUTHERN DURALIST

Rotogravure

Page of Pictures of Modern Home Conveniences, Page of Fall Fashions.

Editorials

Better Homes, Opportunity in Rural Sections, What Co-ops Must Have, Preparation Has Its Reward, Congratulations, Clemson, Another Forward Step by Government,

Special Stories

Out of Sacrifices We Have Built a Home, Good Fence Makes Friends and Saves Money, Through My Window I Can See the Trees, Pride, Like Murder, Will Out, Back in Mexico With Editors

Department Features

Plans for Farm Homes,
An Old House Made New,
Make Home a Place of Beanty.
Electric Lights in Farm Homes,
Wiring Farm Homes,
Poultry Houses for the South,
Concrete on the Farm,
Growing Everlastings,
Permanent Pastures,
Infections Transmitted by Water,
Greens in Gardens, Roses in Cheeks,
How to Ship Sweet Potatoes.

Serial

First Installment, "Tom of Peace Valley."

How to Put More Pull Into Our Ads

[CONTINUED FROM PAGE 24]

tents themselves were what you were interested in? Each advertisement for 1928 should be a complete sales talk. lf you once leave Mister and Missus up in the air after reading one of your advertisements, they may never read another!

A ND—"Did we include the price and tell him how and where to buy?" Many commodities may be safely advertised without any mention of price. In some cases—such as chewing gum all products are priced alike. The customary price is known and taken for granted. No mention is necessary. But there are cases where failure to mention price has been almost fatal. In buying a great range of goods from shoes to automobiles, we have a price limit in mind beyond which we do not go. If we buy \$10 shoes of a staple type, an advertisement which fails to mention price range leaves us uncertain as to whether we want to buy. It is much the same with underwear; the advertisement may well get us all worked up, but if price is omitted we may feel that the clerk will ask \$10 a suit when we are not yet convinced that we want to pay more than \$6.

And when we mention price, let's be as definite as possible. A manufacturer who once advertised simply "3 for 25, found that quite a few possible customers thought he meant "\$3 for 25" instead of "3 for 25c." Another company which sold goods on the partial payment plan, advertised "10 down" to the lowbrows and discovered that some of them thought he meant "\$10 and lower" because "\$10 and up" always meant "\$10 and higher"!

I hope we won't have to say yes to the question—"Did we order them to buy without telling them why?" I know there are advertising men who believe that commands are more effective than explanation, persuasion or inference. They think that an assumption of anthority is never lost on the poor moron. He loves to be bossed.

But for every one who loves to be bossed there are at least two who are so darned contrary that when you try to boss them about they do just the other thing. So if we must order them to buy, let's at least explain why.

"Did we fail to arouse curiosity?" is a pertinent question as we look at the headlines for 1928. The number of headlines that still fail to do that is headlines that still fall to do that is astonishing. So many are mere statements which give the whole works away. One example: "Nothing but quality can account for such popularity." Now why on earth should we read further? We know that fellow the statement of t is going to claim superiority to every competitive product. We look for the same from "The Ultimate in Riding Luxury." If you insist that no one reads anything but headlines, write a good informative headline and stop there. But if you want to get a reading beyond that, couple the headline with some provocative sub-head or other bait. A headline that is simply a complete statement implies that the

copy below merely amplifies the one headline thought and so stops reading

then and there.

"Did we finish without leaving them with something to think about?" In planning advertising I have usually urged that each text be a complete sale. But a really good piece of copy also leaves just a little to the imagination-something that starts an interesting train of thought. It is a difficult point to cover in a few words. It may be "the mysterious element which is so valuable in art." It may be a subtle implication that there are still a lot of points in favor of the product which have been left unsaid. We must be complete but still not too photographically so. The most effective paintings and music leave something to the imagination. This may not be so with drill presses or copper gutters, but it may mean a world of difference in the case of a dinner jacket or a bottle of

"DID we get hung in mid-air be-tween our fear of long copy and our inability to deliver the message in short copy?" Here is a book subject. On the one hand is the fact that there is a very noticeable trend toward longer copy among the more successful advertisers. On the other side of the fence are the lusty shouts that "no one reads long copy." From most jobbers and many salesmen, this latter shout at times becomes siren-like. It is too big a subject to cover here, but there is one simple fact that is worth a mountain of argument. Here it is, brown and hot from the griddle: A single convinced reader is worth a dozen mildly interested ones. One reader of a complete sales talk of 250 words may buy more of your goods than a dozen who are simply tickled a bit with a fifty-word talk that is inconclusive. It isn't "readers" we want for 1928—it's enstomers!

As for short copy, some very successful products have thrived on it—from Dodge Brothers cars down to Life-Savers. This is no plea for either short or long copy or such. The hope is merely (1) that we won't fear long copy if only long copy can tell an effective story, (2) that we won't fear to use a single sentence if that sentence tells enough to sell the goods, and (3) that we refuse to compromise on middle measures if that sacrifices both the crispness of short copy and the completeness of long.

Another: "Were we all cold facts with no warm emotion?" Then put that in reverse: "Were we all warm emotion with no cold facts?" This mere reminder should be enough.

Since the general public is getting more and more hard-boiled about responding to advertising, we will want to ask "Is every statement about the product believable?" The conflicting claims made for today's tooth pastes can't all be sound. The claim is sometimes made that "you may pay more but you can't get a better —— than ——." and sometimes we can't believe

that either. Of a \$1,500 car, we read that "When better cars are built will build them" and that's pretty hard to swallow in face of the price limita-We read in the news columns tion. that this famous person denies her endorsement of a certain eigarette and that another got a big sum for endorsing a beauty preparation; and we grow suspicious of all testimonials. Apart from such elements in advertising are the truthful statements which we must avoid at times merely because they sound suspicious. For example, the tobaccos used in one eigar that is sold at from 10c. to 15c., cost as much per pound as the tobaccos used in any 50c. imported eigar. But the advertiser rightly wonders if the public would believe that statement, and so decides to omit it from his advertising.

"Did we waste too many words in the introductions of our copy?" The first quarter of an amateur's copy can usually be cut out entirely, the only noticeable change being a marked gain in directness and strength. The best salesmen in person or in print usually plunge right into the heart of their

message.

"Did we fail to picture the product in use?" Shoes are rarely pictured in use. Tools are not always pictured in Too often the product is described merely from the manufacturing standpoint. We cannot always allow our audience to sample the goods themselves but we can at least write about them so that the reader mentally goes through the sampling process. We appeal directly to his senses, make him see, feel, smell and taste the goods and hear what others say about them. We picture the product in his home instead of describing it as it looks on the dealer's shelves.

"DID we look too much to prece-dents established by competitive advertising?"

Did we show a big half tone of our tire simply because all the other tire companies do that? Do we talk about our men's clothes to college students merely because that has been done since glorious 1900? It has been said that the search for precedents is fatal to originality. That is why the legal type of mind is rarely successful in pioneering. A quick glance backward is all right in advertising so long as it is coupled with the ability to forget, if necessary, what one sees and treat with the present on the basis of its own needs.

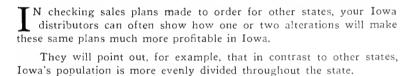
At times some of the most successful advertising men deliberately disregard precedents to avoid reminding their audience of a competitive advertiser who has done the same thing better and for a longer period of time.

Sometimes we will want to ask, "Did we merely advertise our type of product without making our brand stand out in its field?" For example, in the early days of motor-truck advertising there was a year when nearly every manufacturer merely argued that in most cases motor trucks cost



Your Distributors Can Tell You

How to make your selling plan fit the Iowa market



Iowa has a population of two and a half million, but no city of 200,000 or more. As a result, commercial activity, rather than being concentrated in one or two tremendous centers, is divided among a score of important cities, each serving some particular section of Iowa.

In these key centers, retailers and wholesalers regard advertising in the newspaper which serves their section as an essential factor in a successful merchandising plan

To them, the sales-value of such advertising is definitely established—an important reason why you will find it of vital assistance in shaping sales plans to secure your full share of the business from the rich Iowa market.



Up-to-date, accurate information on the Iowa market has been condensed into a 32-page book. If you do business in Iowa, you'll be interested in reading it. Free to executives on request.

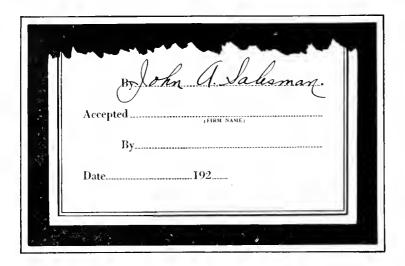
IOWA DAILY PRESS ASSOCIATION

Davenport, Iowa

Ames Tribune
Boone News-Republican
Burlington Gazette
Burlington Hawk-Eye
Cedar Rapids Gazette &
Republican
Centerville Iowegian &
Citizen
Council Bluffs Nonpareil
Davenport Democrat &
Leader
Davenport Times

Dubuque TelegraphHerald and Times
Journal
Fort Dodge Messenger
& Chronicle
Fort Madison Democrat
Iowa City Press Citizen
Keokuk Gate City
Marshalltown Times
Republican
Mason City GlobeGazette & Times

Muscatine Journal & News-Tribune
Oelwein Register
Oskaloosa Herald
Ottumwa Courier
Sioux City Journal
Sioux City Tribune
Washington Journal
Waterloo Evening Courier
Waterloo Tribune



Consider two conditions:

- 1) Few buyers will think of buying until they know that it is to their particular advantage to buy a certain product or service.
- 2) Few buyers will look at a dotted line seriously until they have confidence in the company from whom it is proposed that they buy.

Given sufficient time, good salesmen can overcome these obstacles. But why make them devote limited selling time to preliminaries that direct advertising can dispose of economically and effectively?

> EVANS-WINTER-HEBB Inc. Detroit 822 Hancock Avenue West



The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

less than horse-drawn vehicles. In effect these manufacturers were doing an association type of advertising. This was no doubt valuable at that period, but one manufacturer whose funds were limited decided that he had to get the greatest possible amount of sales out of his advertising. Letting the field supply the background of "Mr. Business Man, we can save you money over horses," he told his story from there on—why his chassis was easier to load, why his engine was more economical to operate, why green drivers could learn quickly how to operate his truck, and other facts which would interest possible buyers. So when we talk about our oatmeal in 1928 let's also put our best foot forward for our own particular brand in addition to talking about the food values in oats.

Then, Did we let too many distractions enter into our advertisements?" Did we have a strong center of interest? Did we subordinate all details to that central theme or idea? Or did we clutter the space up with postscripts in the way of extra paragraphs inside or outside of boxes, and thumbnail sketches of unimportant incidentals put in to avoid a fight? Some advertisements look like chicken-pox, they are so spotted with name displays, slogans, dealer paragraphs, boxes, panels, bosses' signatures, and other afterthoughts. If these things are really important, they belong in the main body of the text. Scattered about, they make us suspect slovenly thinking or a mistaken faith in the power of a boxed paragraph to whip up excitement all over again after the body of the text is read.

"DID we try to high-hat our audicnee?" A great deal of advertising today is built on the Bertha M.
Clay technique. Poor Bridget wants to
be a lady! Of course she does, bless her
dear heart. But let's be sincere. Let's
remember that even servant girls are
wiser than they used to be. This is a
technique that can turn very sour
through being mixed too much with
the vinegar of cynicism. Not too high
in the hats for 1928!

So we might go on. "Did we talk against one set of conditions when the eonsumer was interested in something quite different?" "Did we brag and strut?" "Did we fail to arouse curiosity?" "Did we mistake placidity for becoming modesty?" "Did we thump tables under the illusion that they'd mistake it for real strength?" And no doubt you have some very personal questions of your own.

Lynn Ellis 10 Address California Convention

Lynn Ellis of San Francisco, well-known counsellor in agency matters, will be the featured speaker at the convention of the California Advertising Service Association, to be held at Santa Barbara, Oct. 20-23 inclusive. Among the subjects to be given extended consideration will be the mooted two per cent cash discount by publishers, in which many leading local newspaper executives have been invited to participate.



THE EXPLOSIVES

STOOD FIRST AND FOREMOST IN RETURNS

THE quotation above is from an advertiser's letter. He wrote it after checking the orders received directly as a result of a campaign run in a number of publications.

The Explosives Engineer is a responsive medium for advertisers who have something to sell to the mining, quarrying, and construction industries, because it is the only publication devoted exclusively to helping operators solve the important problem of using explosives safely and effectively.

For A. B. C. statement and rates, address The Explosives Engineer, 1000 Delaware Trust Building, Wilmington, Delaware.

FORERUNNER OF PROGRESS



Everybody's Business

[CONTINUED FROM PAGE 5]

great economic achievements in the production of foods and fuels.

Although man has been surrounded by air since life began, centuries passed before this common medium was utilized to any considerable extent in serving the industrial purposes of civilized peoples. It took us a thousands years to discover that air possesses compressibility which can be converted into a useful force. About 60 years ago George Westinghouse sat in the coach of a railroad train brooding over the delay caused by a wreck ahead. It was then he first conceived the idea of using air to operate brakes to stop moving vehicles. Later he started experiments to prove the merits of his idea and in a few years the first air brake was completed.

A RAILROAD superintendent offered Westinghouse the use of an accommodation train made up of a locomotive and four cars. The air brakes were attached, the train steamed out of the station, and in five minutes the new device had been subjected to an unexpected test. As the locomotive emerged from a near-by tunnel, the engineer saw a horse and sleigh standing upon the track only a short distance ahead. The instantaneous application of the air brake brought the train to a sudden stop, a serious accident was prevented and the world had evidence of the wonderful work of a new mechanical marvel. Train control is now recognized as being as vital as tractive power, and air is the heart of the whole matter.

A few years after Westinghouse started work on his revolutionary device, a young mechanic named Ingersoll was riding in a horse car in New York. He was explaining to the man sitting beside him the details of an air device that could throw a line through a second-story window in case of fire. On an opposite seat sat a prominent contractor who was engaged in excavation work. After the mechanic had finished his story the contractor inquired of him: "Why don't you invent something worth while? For instance, why not design a rock drill? Such a machine would save hand labor."

Ingersoll replied that he could do it if he had \$50 to make the model. The contractor handed him that amount of money, at the same time giving him his card and telling him to go ahead. The mechanic went back to the contractor for many times \$50, but the machine was finally finished and put to practical use. Since then rock drills operated by air have been shipped to every corner of the earth.

New uses for air now run all the way from the harmless practice of painting the body of an automobile to the deadly act of propelling a high-explosive torpedo from the tube of a battleship. It is compressed air that enables us to salvage sunken vessels, build deep foundations under water, transport grain and other materials by means of pneumatic conveyors, and clean the fronts of huildings and even automobile pistons with blasts of sand or steel grit.

Pneumatic tie-tampers save the rai roads money and cotton is cheaper because of the vacuum picking machine. High-pressure air plays a part in the long-distance transmission of gas, and it is not only used to increase the floof petroleum from wells, but to supply the force in great central telegrap offices that renders possible the transmission of 200,000 messages daily through 150 tubes.

Although the most abundant of a nature's elements, air still offers the ir quisitive scientist unmeasured opportunities for investigative work. Oxyge is found in the air in a perfectly frestate and yet we have not perfected way to utilize this most common element on a large scale in concentrate form. Eventually cheap oxygen at dollar a ton will revolutionize all of the metal industries as well as gas manufacture. Laboratory practices in chemistry and medicine will likewise be materially improved.

For years science has discussed the possibility of the development of a safexplosive; one that would reduce the hazards of industry, be unworkable in the hands of assassins, and yet would be abundant and low in cost. Liqui oxygen would seem to be the substance.

sought.

Also in the earth's great mass of a mosphere are a few nobles that ca trace back their lineage to the begining of creation. These lords of spa form one per cent of the air we breath and not one of them ever did a lick work or served a useful purpose unt a few years ago. The aristocrats r ferred to are the noble gases, argo helium, neon, krypton and xenon, ar these five stand farthest aloof of all telements known to man. No one he ever succeeded in explaining or combing any of them and in the act of repiration they exert no effect whatev upon the human body.

A RGON forms about ninety-four hu dredths of one per cent of the a Imagine the infinitesimal quantities which the rest occur. Of neon there one part in 55,000 by volume in the ai helium, one in 185,000; krypton, one 20,000,000; and xenon, one in 170,00 000. If a person were existing on xen alone, it would take him 2100 years get a normal breath.

get a normal breath.

Argon was discovered by Sir Willia Ramsay a third of a century ago, hit continued in its happy state of idness until Irving Langmuir put it work in electric light bulbs where t lazy argon not only refuses to serve a conductor of heat, but its density decourages the evaporation of the tunten filament. Argon now saves humaity tens of millions of dollars annual in lighting alone.

One of these days we will see electlights in the homes of the rich giving off a strange and beautiful orangeapink glow, and inquiry will disclose the striking effect is due to the use the rare gas neon in the lamps eployed. Krypton and xenon are yelling way from earning their keep, it is probable that if it were not for

HON LITTLE DRAMAS IN THE LIFE OF A GREAT NEW SPAPER SYSTEM HOW



Painted for Scripps-Howard Newspapers by Frank B. Hoffman

The leaders got together and a national crisis disappeared

An ominous coal strike appeared on the horizon . . . a threatening cloud to the national prosperity.

A SCRIPPS-HOWARD Newspaper circulated a petition, asking the President to appoint an impartial arbitrator and get the belligerents together.

A million signatures were secured. The President acted. A peacemaker was named. The leaders got together. And the black cloud rolled away.

There would be few wars if the leaders got together and smoked things out over their pipes, while their tempers were still cool . . . But the trick is to find a go-

between, trusted by both parties, to arrange the harmony meeting.

That has often been the privilege and achievement of SCRIPPS-HOWARD Newspapers. In a controversy between Capital and Labor, both sides know that SCRIPPS-HOWARD may be relied upon for a fair and strictly neutral attitude, until the right or the wrong of the issue has been justly determined.

But these newspapers remain impartial until they are sure which side has the righteous cause.

And that is the side they then champion . . . without giving or asking quarter.

NEW YORK . Telegram SAN FRANCISCO . New DENVER R of M. News CLEVELAND . . Pres WASHINGTON . New DENVER . France, New BALTIMORE . . . Pit CINCINNALL . . . Pit 10LEDO . . New Shee PITTSBURGH . . Pres INDIANAPOLIS . Time COLUMBUS . . . Gitzen COVINGTON . . Kentucis Pat – Kentucis Editi n of Cincinnal P. t



AKRON : Timer Breit YOUNGSTOWN Teagram | KNOWNLEF New Sentinel
BERMINGHAM : F : TORT WORTH : Fre | 11 PASO : Post
MEMPHES Pro-Summar | OKLAHOMA CITY New SAN DITOR : Sun
HOUSTON : Fre EVANSVILLE : Pro | TERRI HAUTE : Post
MERQUER QUE : New Means (san Terbane)

NEWSPAPERS AND MEMBERS OF THE UNITED PRESS

SCRIPPS-HOWARD
MEMBERS OF THE AUDIT BUREAU OF CIRCULATIONS

ALLIED NEWSPAPERS, INC., National Representatives

250 PARK AVENUE, NEW YORK + CHICAGO + SEATTLE + SAN FRANCISCO PORTLAND + DETROIT + LOS ANGELES + ATLANTA New England's Second Largest Market

Rhode Island Resources

The total resources of Rhode Island Banks for the year ending June 30, 1927, were \$571,440,938.60. This represents a gain of \$39,458,582.00 over the previous year.

Savings accounts in Rhode Island Banks for the year ending June 30, 1927, amounted to \$320,916,-157.60, an increase of \$21,799,-450.00 over the previous year.

This prosperous and responsive market offers excellent sales opportunities to advertisers who use

The Providence Journal

The Evening Bulletin

Circulation 110,042 Net Paid

In 1926, these newspapers carried 24,717,446 lines of paid advertising, an increase of 1,104,527 lines over 1925. This is 72.28% of all advertising carried in Providence newspapers last year.

PROVIDENCE JOURNAL COMPANY PROVIDENCE, R. I.

Representatives

CHAS. H. EDDY COMPANY Boston New York Chicago

R. J. BIDWELL COMPANY Los Angeles San Francisco Seattle former gas there could be no aurora borealis to awe us with its weird

Helium, which is the most buoyant of gases, and so inert that no outlet can explode it is making possible the more practical use of dirigibles.

Let us therefore give thought to the air and its possibilities. It is our friend and benefactor if we would have it so. It is our enemy when we rob it of its natural moisture in barbaric heating practices and then draw it into our lungs to dry up and weaken the membranes of the nose and throat. It all goes to show how slow we are to understand and utilize even the most common of all nature's bounties.

Railroads and Advertising

[CONTINUED FROM PAGE 38]

Is there any good reason why it might not occupy the position of confidential adviser to industry, and why it should not get the credit for all these things?

Are there no stories in the history of the railroad except those of wrecks and law suits, crack trains and resorts? Who tells them? How often? To how

many people?

I do not find it difficult to visualize an entirely new order, a new relationship between the railroad and its public; but before that is brought about, the public will have to be weaned from its present habit of thought. The rail-road today is taken for granted. Moreover, as a matter of habit, it has become something to growl at.

Consider for the moment an "unfortunate occurrence" in the concrete. You get off the Broadway or the Century in Chicago or New York. You forget all the miracles that have been performed in course wile of a theorem. performed in every mile of a thousand miles and remember only that you're twenty minutes late or that the waiter spilled your coffee.

Why?

Because while you know all about the late arrival and the spilled coffee, you know nothing about the miracles. Because your knowledge of railroads and their operation is limited to your own journeyings and those of your friends, you have only fragments to judge by; whereas the complete pic-ture would show that every day in the year railroads are doing things which would stir your imagination and excite your personal enthusiasm, but if the railroads themselves do not show this complete picture—it will not be

If I am not much mistaken, the president of one of our great railroads himself told how a child was given into the care of the railroad to be carried across the continent to waiting arms. That story and others as yet untold should be known to every mother in the land—and maybe to a few fathers.

I have heard the story of how a bride and groom once had a most marvelous journey on a western railroad, made marvelous because of the personal consideration afforded; but—and here is the point of my story—I

heard of it only by mere accident.
I should have heard of it by design. I should have heard of it and of the countless other occasions when the railroads, instead of being soulless machines, are groups of human beings interested in the other fellow's well-

Because my contacts with railroads have been those of a passenger rather than those of a shipper, I have written in terms of passenger business; but I can imagine no more fascinating task than that of delving into the freight archives of a railroad for "copy" with which to create business and good-will.

It is my sincere belief that all of the objectives touched upon and those that have been hinted at, can be realized as a logical evolution when the public as a logical evolution when the plante sees the railroad as the far-reaching influence and vitally important factor in our daily life that it really is. When the almost unbelievable ramifications and the practical perfection of its highly complex services are appreciated, when together with this true valuation of actual performance comes a humanizing of the organization, then the railroad will become a personalized friend rather than an impersonal foe.

We must become "railroad conscious"—a nation of interested participants in railroad affairs.

Difficult of accomplishment?

Ouite possibly, but not nearly so difficult as the miracles which the railroads themselves perform every day.

Baker's Dozen in Agency Service

[CONTINUED FROM PAGE 42]

mitted to Client M, manufacturer of a perlshable product, a radically different substitute for "sampling" which, when tested, proved far more productive as well as far less expensive than the actual samples previously carried by H's salesmen. (The new "samples" are ordered through us)

name.

(The new "samples" are ordered through us.)

15. Served as "scout" for Client A to discover the key individuals in an important new project.

16. Initiated preliminary negotiations whereby Client C secured retail representation for the first time in an important locality.

17. Made three sales (all but the engineering details necessary to the actual orders) for Client H in three widely separated localities, totaling \$2.000—one of which was an important first sale in a previously unproductive territory.

I am truly sorry, now, that I did not tell our new neighbor what I have reported here. I would like him to realize both how far-reaching in its scope agency work can be and how fascinatingly un-monotonous it is.

On the other hand, if this article, which is a direct result of my passing mood of that evening, has induced some advertiser to stop and take stock of the non-advertising assistance which he has received from his chosen agency—help which it is all too easy to forget because "thrown in" with the service for which the agency is specifi-cally paid—then I will stop regretting my act.

And if I convince some other advertiser who is now paddling his own canoe without benefit of agency, that "there may be something in agency service after all," I'll feel that I have erased the black mark that might otherwise stand against my might otherwise stand against my

Automotive Executives

find our pages most interesting reading because of authoritative information about their industry; our analyses of the financial condition of their companies and those of their competitors, and our intimate contact with many of their security holders.

They also find that 92 per cent of our subscribers are owners of from one of four automobiles, of which 46 per cent own cars costing \$3500 or more.

There are only 100 important automobile companies in the United States.

MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 8 of a Series

Renew Their Subscriptions

The fact that practically 75% of its readers renew their subscriptions by mail shows they get real value from Bakers' Helper, the oldest magazine in its field.

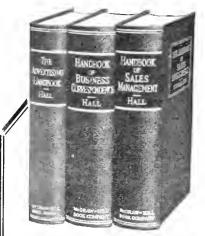
ABC RAKERS ELPER ABP

Published Twice a Month 431 SOUTH DEARBORN St., CHICAGO



We are the producers of some of the oldest and most successful house organs in the country. Write for copy OF THE WILLIAM FEATHER MAGAZINE

The William Feather Company 605 Caxton Building :: Cleveland, Ohio



ADVERTISING AND SELLING EXPERIENCE

—at your fingers' ends

THIS is the indispensable advertising and selling reference and home-study set. Hundreds of men and women are using it to push themselves whead. Hundreds of experts in all branches of marketing have it handy for reference. Agencies throughout the country have these hooks in their libraries. Colleges and universities use the books as texts. If you're in advertising, or selling, or any branch of marketing, don't be without the good this set can bring you.

S. Roland Hall's Advertising and Selling Handbooks

Three Volumes, 2788 Pages, 5½ x 8, Flexible Binding, 700 Illustrations, \$2.50 in ten days and \$2.00 monthly for six months.

The big, well-paying jobs call for men with an all-around knowledge of the entire selling business—advertising, personal salesmanship, planning, managing, etc. Add to your own experience a working command of the principles and methods that have been proved in the experiences of the most successful selling organizations. You get them—hundreds of them—in

The best experience of leading organizations

of leading organizations

Covers as much ground as course costing five or ten times as much. Written in the most Instructive style, profusely illustrated with half-tones, line drawings, graphs, charts, maps, tables. Complete campaigns of many kinds outlined. Thousands of sales ideas and plans, time-saving methods and stimulating suggestions for daily use in solving marketing problems of all kinds—manufacturer to small retailer. Examples taken from scores of such prominent concerns as Burroughs Adding Machine Co., Kuppenheimer & Co., Morris & Co., National Cash Register Co., American Radiator Co., Conklin Pen Manufacturing Co., Eastern Kodak Co., etc.

Special Price \$14.50

No Money Down
Small Monthly Payments
Examine the Library
for 10 Days
FREE

FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc. 370 Seventh Avenue, New York.	
You may send me the NALL LHRAI ADVERTISING AND SELLING for ten free examination. If the books are satisfactory, I will \$2.50 in ten days and \$2.2 a month unit special price of \$14.50 has been paid, wanted, I will write you for shipping it thus.	days' ! send !! send !! not
Name	
Address	
City and State	
Position	
Company	0-5-27

Puffed Grains and Quaker Oats

[CONTINUED FROM PAGE 26]

users for the money that you spend. That is one of the greatest follies in advertising.

My success on puffed grains led the Quaker Oats Company to ask me to study their other propositions. The main one was Quaker Oats. There I made one of the greatest mistakes of my life.

I figured that The Quaker Oats Company controlled a large percentage of the oatmeal business. If we could increase the consumption of oatmeal, we would reap most of the benefits. So I planned my first campaign on those lines.

I shall not describe the methods. They were far-reaching and effective so far as they could go. I employed hundreds of men to gather data for me, but I was wrong. The eating of oatmeal has for centuries been regarded as important. Everybody knows the value of oatmeal. Those who do not employ it have a reason hard to overcome.

I ran an educational campaign which struck a new and appealing note. But it did not pay. We found that converting new users was a very expensive proposal. No new user would pay us in his lifetime the cost of his conversion.

That is so in many lines. For instance, converting people to the tooth brush to secure new tooth paste users. New converts. I figure, cost at least \$25. No tooth paste maker could get that cost back in decades.

New habits are created by general education. They are created largely by writers who occupy free space. I have never known of a line where individual advertisers could profitably change habits.

If that cannot be done on a big scale, it certainly cannot be done on a small scale. Every line, every word, directed to that end is a waste. No one can profitably change habits in paid print. The advertiser comes in when those habits are changed. He says, "Here is the right method."

Many millions of dollars have been wasted by advertisers who do not recognize that fact. They aim at people not yet schooled to use the products which they offer. The idea is fine and altruistic, but it never can be made to pay.

All my later advertising on Quaker Oats was aimed at oatmeal users. I never tried to win new users. I simply told existing users the advantages we offered. And we gained large results on those lines.

Our greatest results came during the War, when all of us were urged to meat substitutes; when the study of calories became a fad. The calories in Quaker Oats showed conspicuously. The cost per 1000 calories was about one-tenth the cost of meat. We doubled the Quaker Oats sales on that calory presentation.

DUT we always had in mind that the use of oatmeal was retarded by long cooking. A competitor came out with oats which cooked quickly, and he made vast inroads on our sales. Just then an inventor came to us with the idea of ready-cooked oats. We called them Two-Minute Oats. All they required was the heating.

We considered this a great solution of the oatmeal problem. Most of us wanted to adopt it immediately. But I urged experiments.

So we tried Two-Minute Oats in a few towns. We offered a package free. Then we wrote to the users and asked their opinion. The verdict was against us. The flavor was different from oatmeal as they knew it. New users might consider it a better flavor. They probably would. But the regular users of oatmeal rebelled at the change, and new users were too few to consider.

So Two-Minute Oats proved a fail-

ure.

Later came the idea of oats that cooked in from 3 to 5 minutes. The flavor was not unique. Most of the directors voted against it, because Two-Minute Oats had failed. But I urged them to make a test, to learn what the housewives said.

We named it Quick Quaker Oats and made tests in a few towns. We offered to buy the first package for trial. We told every user we did not care whether they preferred Quaker Oats or Quick Quaker. All we wanted to know was their preference. Some 90 per cent of those users voted for Quick Quaker. And now Quick Quaker gives to Quaker Oats a very decided advantage.

All of which teaches us lessons of vast importance. Our success depends on pleasing people. By a very inexpensive test we can learn if we please them or not. We can guide our endeavors accordingly.

Two-Minute Oats failed because the unique flavor did not appeal to most people. But Quick Quaker gave to the Quaker Oats Company a new hold on the oatmeal business. The difference was decided by submitting the question to a few thousand housewives at small expense. That can always be done. One can always learn what is wanted, and what is not wanted, without any considerable risk.

That is about the only way to ad-

That is about the only way to advertising success. Perhaps one time in fifty a guess may be right. But fifty times in fifty an actual test tells you what to do and avoid.

"Pepsodent" will be the title of the eleventh chapter of Mr. Hopkins autobiography, to appear in Advertising and Selling for October 19. Therein will be described the advertising and merchandising principles underlying the phenomenal rise of that well known dentifrice.

The Handbook of Illustrated Letters

The Elbow Companion for Men Who Plan Direct Mail Matter and Dealer Help Material

AVE you ever checked the pulling power of illustrated letters as compared with usual sales letter? One mail-order test on 100,000 names revealed 11% increased replies in favor of the illustrated letter. Another advertiser gets 20% greater returns.

Whether you now use illustrated letters or not, you will be interested in the Handbook which we will send without cost to men who buy, plan, write, or produce printed matter.

The Handbook shows the kind of letters used by Herbert D. Shivers to sell millions of eigars by mail. It reproduces the text of a letter used by the New Process Company of Warren, Pa., who sold over a million dollars' worth of traveling bags.

It describes the kind of letters that enable Frank E. Davis of Gloucester to sell a million dollars' worth of fish a year by mail.

You read about one publishing house that has sold 50,000,000 books without a personal salesman. You see how the makers of Fuller Brushes, Purina Chows, make use of illustrated letters in agent and dealer help work

The Handbook tells how illustrated letters are used -the two vejobs they do best-and their advantages. Specimens of many of the letters referred to will be found tucked in the handy pocket in the front cover, and a few dummies for layout purposes are in the back.

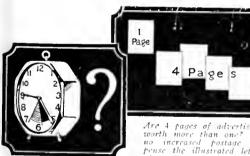
If interested in making letters pay better for direct mail or dealer help work, the Handbook, which we will send free of cost, should be constantly at your elbow.

Facts Taken from a Study of Over 300 Letter Campaigns Are Condensed Into 32 Pages

STANDARD PAPER MFG. CO.

Richmond, Virginia

Makers of Two-Text Illustrated Letter Paper



The Illustrated 4-page letter gives the rame The Illustrated 4-page letter gives the same message as the single sheet letter plus 5 to 10 minutes' elaboration of the idea—a 10 minute interview instead of a

Are 4 pages of advertising worth more than one? At more the interpretable expense the illustrated letter gives 4 pages instead of one—permits shorting the product and its uses in

TWO-TEXT

ILLUSTRATED

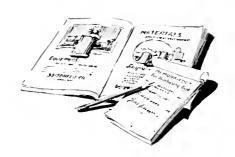
side-a coated paper-forthe
LETTER

14 Advantages of Illustrated Letters

The Problems of Many Advertisers Related by the Men Who Solved Them

The illustrated letter on Two-Text gives the direct advertiser these advantages

- Carries bitters and complete information for 15-c, or 2c
- Shows product in colors,
- Permits the selling of several articles in one bitter
- Lays entire information before prospect for ready action or reference,
- -First page of letter can be shorter
- Permits showing many uses for the article or many styles.
- Enables follow-up letters to continue the selling job without seeming unduly long.
- Permits pictures of installations or testimonials to be used. Localized pictures or testimonials if desired.
- -Allows the letter accompanying the catalog to call attention to specials which can be pictured in colors even though the catalog is limited to one color.
- -Makes letters to old customers picture advantages of what they have lought-keeps them sold-pictures new styles-models or other desirable purchases.
- Permits class distinctions as to locality—seasons, uses, etc., lm-possible in the big catalog.
- -Provides an unfailingly good sales letter on the inside regardless of ability or mood of the correspondent with the first page avail-able for personalizing the message.
- -Pulls for a longer period of time than other letters.
- -Gives from 15% to 33% more returns from the same skill in letter-writing and the same postage expense.



This Growing Recognition of Industrial Advertising

Within one year McGraw-Hill Publications have gained 500 industrial advertisers and 3,000 industrial advertising pages. Now 3,500 advertisers are using 48,000 pages annually in McGraw-Hill Publications to help industry buy more intelligently.

A study of this growth shows that old and new advertisers alike are recognizing more and more the business-building value of Industrial Advertising. It shows, too, that their advertising agents and bankers are recognizing its fundamental soundness—its minimum of waste.

Among these 500 new McGraw-Hill advertisers are a number of good sized concerns, who, after searching investigations, have discovered the importance

of authoritative industrial publications to the men who buy or influence the buying of what they have to sell. These concerns are using specialized Industrial Advertising for the first time—with continuous schedules in McGraw-Hill Publications.

Many of these 500 new McGraw-Hill advertisers, however, are new-comers to the industrial field. Their capital is limited. Their advertising schedules are consequently small. But—in their ranks are the industrial leaders of another generation. Tomorrow—bankers, lawyers and advertising agents will sense with pride their good fortune in serving them. For they are starting out no differently than today's leading industries who were little advertising fellows in McGraw-Hill Publications 10, 20 and 40 years ago.



McGRAW-HILL

Electrical

ELECTRICAL WEST ELECTRICAL WORLD ELECTRICAL MERCHANDISING

Construction & Civil Engineering
ENGINEERING NEWS RECORD
CONSTRUCTION METHODS

Industrial POWER AMERICAN MACHINIST INDUSTRIAL ENGINEERING
CHEMICAL & METALLURGICAL ENGINEERING

Publications

Catalogs and Directories

Migram Hill Electron in Non-Ebron Catalog

Migram Hill Electron in Non-Ebron Catalog

Migram Hill Electron in Long Company (Experiment of Mono)

MENTION ONE MONO CONTROL OF STATE OF THE PARTMAN DIRECTORY

ALSTONE WITH QUART A STATE OF MITH CAMPA TO BE 1880 1880

MITH CAMPA TO BE 1880 64 THE PARTMAN DIRECTORY

FORBRIGHT PLANES OF ELECTRIC ICAREA A LIGHT COMPANY E. IN THE U.S.

RADIO RETAILING Transportation
BUS TRANSPORTATION
ELECTRIC RAILWAY JOURNAL

Mining

OAL AGE NEWS

ENGINEERING & MINING JOURNAL INGENIERIA INTERNACIONAL AMERICAN MACHINIST EUROPEAN INTO ON

18.000 PAGES USED ANNUALLY BY MORE INTELLIGENTLY



The Star Salesman

IN ANY line he is the man who tells his story most interestingly, comprehensively and convincingly-with the least expenditure of valuable time.

His greatest ally is the human eye. By the use of graphic stories visual presentations—he concentrates the buyer's attention, be never becomes side-tracked nor overlooks an important point. Burkhardt bindings, loose-leaf devices, and display binders can set the eye to work for your salesmen, inspire confidence in your product and definitely help to close sales.

> Burkhardt Visual Selling Devices

The Burkhardt Company, Inc. Burkhardt Building

Second at Larned Detroit, Mich.



The Burkhardt Double Vision Display Binder— first aid to visual selling. first aid to visual selling. Folds up flat and com-pact. Can be set into a pyramid in a few sec-onds, v folding your sale-sstory correctly, con-cisely and conviocingly.



"Visual Selling"

A book that is creating wide-pread interest among sales and advertising executives. If you have not already received your copy merely write your name on your letterhead and send io. It is mailed without charge or other obligacharge or other obliga-tion. Size 6 x 9 inches, 44 pages, printed in colors, more than 30 half-tone illustrations.

Your Money Isn't Worth It

[CONTINUED FROM PAGE 32]

the minute I get away from the kitchen, then I'm either out buying oddsand-ends to put together or else I'm up in the bath-room making myself all greasy and smelly mixing them. I never see the children any more—I'm just sort of a chemist's assistant and I hate it. And I'm always burning my hands or spilling some of the nasty stuff on the floor!

Mr. S-C (soothingly): There-there -but you'll soon get used to it. Just remember how much money we are saving by keeping away from branded goods. You're teaching their makers a lesson they need! (He reaches in his pocket and pulls out a cardboard box of-cigarettes!)

MRS. S-C (startled): Why, dear, I

thought you were rolling your own!

MR. S-C (patronizingly): Oh, I just did that for a couple of days as a gesture. That way is an awful nuisance and you don't really save much, counting all you spill.

Mrs. S-C says nothing but she is obviously doing some tall thinking in the next half minute.

Mrs. S-C: By the way, how is that paste you made for the office working out?—can you bring some home to-night? We've just got to start some better system of labeling for our storeroom or we'll be poisoning ourselves and the children.

Mr. S-C (condescendingly): Oh, buy a tube somewhere. We stopped making it—not that it wasn't good but it took too much time.

MRS. S-C (with suspiciously sympathetic interest): But it saved money, didn't it?

S-C: Yes—I mean no—(confused) it did save money, of course, but not as a business proposition. You see, our time costs money down there.

Mrs. S-C: Oh-I see. I'm to get our money's worth because my time isn't worth money. I'm to go back to my grandmother's status as a woman with no leisure and little comfort because it doesn't matter what I'm doing. Next year I suppose you'll want me to start weaving homespun for my dresses and pouring candle molds and twisting paper tapers and keeping a cow to milk instead of buying certified milk. voice rises) My time isn't worth anything. I'm glad I've found that out. Just as soon as you start down-town this morning I'm going into our store rooms and a couple of hundred dollars' worth of home-made dopes and inconvenient bulk food is going to make a nice bon-fire in the vacant lot behind us. And, furthermore, this afternoon, while you're playing golf, I'm going to the telephone and replace it all with the best-known, most popular, most widely advertised goods I can think of and I'll get them in the most convenient packages that experts can design-and in just the most convenient quantities, too-and tomorrow noon I'll meet you at the club in plenty of time for lunch and I won't be too busy or too tired to play! But as for getting your money's worth, let me tell you here and now your money isn't worth it!

"Impressive Facts About the Gas Industry"

With an investment of \$4,000,000,000, the gas industry stands high among the country's leading industries. To familiarize advertisers with the enormous market which this business affords, we have prepared an attractive little booklet entitled "Impressive Facts about the Gas Industry." You are invited to send for a copy.

> Robbins Publishing Co., Inc. 9 East 38th Street New York

GAS ENGINEERING AND PPLIANCE CATALOGUE



this remarkable selling team to your business

Here are two publications that offer an ideal combination for the manufacturer who wants to cover the construction market thoroughly yet economically.

For Engineering News-Record and Construction Methods are supplementary mediums—pulling together in the field of civil engineering and construction. Under the same management, each is doing a distinctive editorial job for its own group of readers by means best suited to their respective needs. Working together, with a minimum of overlap, they saturate this market from top to buttom.

How?

Engineering News-Record is the authoritative technical journal of 30,000 responsible men in every branch of civil engineering and construction—engineering executives, civil engineers in every capacity, and the contracting firms who handle the major jobs. For more than half a century these men have valued its technical articles and editorial comment, its trustworthy business and construction news service. It

assures the most effective possible COVERAGE of these key men.

Construction Methods is the monthly journal of field practice and equipment used by 40,000 construction men—contractors handling the large volume of moderate-sized jobs, field engineers, superintendents, and others in charge of construction operations. It brings to them graphically the latest developments in their work. It pictures for them up-to-date construction methods and shows them how contractors everywhere are using most effectively modern construction equipment and materials.

And through this strong appeal to this important group, it supplements the cuverage of Engineering News-Record, so that the two papers effect a SATURATION of the specifying, recommending and buying factors throughout the field.

Use them together! These two publications will keep your advertising message before every worthwhile buying influence in the engineering, construction and allied industries with the utmost economy of appropriation.

McGraw-Hill Publications

Tenth Avenue at 36th Street New York, N. Y.



BODONI **BODONI ITALIC** BERNHARD ROMAN BERNHARD ITALIC BERNHARD CURSIVE BERNHARD CURSIVE ORNAMENTS

Handsome Portfolio on Request

THE BAUER Type FOUNDRY, Inc.

239 WEST FORTY-THIRD STREET NEW YORK

S. R. O.

ESPITE the fact that we printed many thousands of copies over and above our monthly requirements, the Annual Design Number of 1927 is sold right out.

We would suggest that you ensure for vourself a copy of the 1928 Special issue by sending in your subscription NOW to

THE POSTER

307 South Green Street **CHICAGO**

\$3.00 a Year

\$3.25 for Mexico and Canada \$3.50 for all other countries

Headline Writing

[CONTINUED FROM PAGE 36]

testing first sentences, And second sentences. And all the other sentences all the way through to the end of the

I haven't said anything about the pictures that take the place of head-lines—and sometimes they do. But that's another story.

Would you like a demonstration-a little action instead of so many words? Maybe you'll believe what I say if I pull a rabbit, or a headline, out of my silk hat. So? I'll ask you to think of an advertiser

who makes something for women to wear. Style appeal. Let's start way back with one of the world's oldest headlines. It is the one word:

"Notice"

Yes, notice is the first thing we want reader to do. We might get some at-tention value by lettering the word in some outlandish way.

One of the many things this one word headline lacks is news interest. Let's tack some of that on. Like this—

"Notice The Short Skirts"

Now we've got brevity, some attention, some news interest and a hint of our subject. That's important—to hint at our subject—not give it away, mind you, but hint at it. Didn't mention that before. Should have.

Seems to me it would be well to get some of the YOU interest into our head if we can. Let's try:

> "Do you NOTICE The Short Skirts?"

So far, so good. The headline is now in the form of a question. Thing that bothers me, though, is we haven't got enough news interest. Also we're rather banal. Suppose we add this—

"Do you Notice The Short Skirts Are Getting Shorter?"

That helped a lot . . but I don't think our headline is right yet. It has some of the elements of a good one, but I wonder if we can't do something to make it more seductive.

Can we do something more to it so that it will have more pushing or coax-

ing power.

Remember, a headline is good to the degree that it encourages the reader to read the text which follows. I think I'll add another phrase. So:

"Do you Notice The Short Skirts Are Getting Shorter-And Do You Know Why?"

Now I think it's all there. It's kind of long, though. Maybe it needs rewriting. Most things do. Can we shorten it and hold all its value? I've done this trick before, so I think maybe we can. Like this:

"Why Your Short Skirts are Getting Shorter"

And there you are. Have tried, in all I've said to do just one thing: Tell you to T-H-I-N-K before you write a headline.



Distinguished Book Work on the LINOTYPE

THIS INSERT of the series on Distinguished Composition is contributed by William Edwin Rudge of Mt. Vernon, New York, as a demonstration of the character that can be imparted to this class of work, as indeed to any other, by careful planning. It should be borne in mind that the actual production cost of such composition is but little greater than the cost of ordinary, characterless composition. Added on to the total cost the increase is but slight. - But what a difference it makes in the result! The specimens shown in this insert were composed on the Linotype. Mr. Rudge operates three machines, setting many of his most distinguished works on the

LINOTYPE

TURN TO THE EAST

was not so vehement, so vigorous as is expected of one who narrowly misses eternal ostracism. Loudly she bewailed the fact that being too wicked for the proselyter's Heaven, which because of its exclusiveness was therefore undoubtedly superior in every way, she was compelled to resign herself to the prospects of a Presbyterian Paradise, more easily entered, therefore, second rate.

However, there is one compensation for a grandmother—the Proselyter's Lord has no free dispensary here below.

The Modern Zoung Man



e is a modern young man. He assures me of this in flawless English, sitting upon the deck, legs folded Buddha-fashion, as only an Oriental can. It is a fact patent to anybody. Instead of square-cornered Chinese garments, constricting the body nowhere, he wears a blue serge suit of Scotch weave, cut in Hong Kong by a

British tailor. His feet, noticeably small, are conspicuous in American sport shoes, decorated with contrasting leather fancifully stitched. From a side pocket protrudes a soft Italian felt hat twisted into a cone. Altogether he is pleasant to look upon. His dark eyes, shadowed by thick fleshy lids, do not wince from the sunlight as mine do. Cowering beneath a hat brim I hug the miserable ribbon of noon-day shade lying along the cabin wall, while unaffected, he sits upon a blazing white scrubbed deck, with light raining from the sky, an inverted molten bowl, light incessantly caught and splintered upon the points of waves. His teeth shine, white and firm. His flesh, neither yellow nor white, is a smooth olive. To the body, supple and young, angularities are alien. Gestures trail gracefully from his fingertips. And about him there is a gaiety, a consistent gaiety, which at no time will get out of bounds, overflowing the reserve of his Oriental temperament.

46

PAGES FROM "TURN TO THE EAST"

PUBLISHED BY MINTON, BALCH & COMPANY

Type: 12 point Caslon Old Face

(Leaded)

TURN TO THE EAST

By the event of last night, already gossiped about at breakfast in the Second Cabin, his gaiety may be intensified. I know nothing. I have heard that this charming youth came away from an all-night poker game in the First Cabin at dawn. Having won more than his passage to America he left behind him among others an enraged traveling salesman and a forlorn Australian bookie. Not one of your trumpery peddlers this salesman but a traveler in something big, locomotives, steel rails, tractors. It may be he directly above us, a heavy man with jowls, leaning upon the rail of the upper deck. The bookie, after seeing the Treaty Ports, is going to horse-races in Canada. At this hour upon any other day he and this Chinese youth have been playing mah jong for small stakes; but now he stands alone, blazer collar pulled up to his ears, staring at nothing. Usually so cheery, so needful of a sympathetic audience, there is something desolate in this isolation. But my companion glances neither at him nor towards the rail above.

This young man is fond of foreign dancing, but his performance as well as being curious is something of a scandal. The most intricate steps he has mastered. He is agile beyond any white man, but the white man's negroid rhythms do not enter into him. From first to last his stepping remains unrelated to the emphasis of the bass drummer. And at times his dancing is subtly impertinent. It was found so by two wan half-grown girls traveling from mission stations in a country which is not home to school in America, which is for them even a stranger land. When he asked them to dance again they refused, glancing at him with startled eyes. Privately the missionaries, of whom there are many among the passengers, scold; but he is guiltless, his mannerisms being common to those American dance-halls welcoming young Orientals.

To criticism by missionaries he would be indifferent. Already he tells me that he is an agnostic, adding to this the commonplace of Young China that missionaries are the tools of imperialism. He is modern in all things except in marriage. When he went away to an American college he had long been wed to an old-style girl of his mother's choice. Of a university degree he is no less

CHARLES DAVIS

property of her son, Thomas Lawrence Motley (1835–1909) of Groton, Massachusetts, and at his death passed to his daughter, Maria Davis Motley, widow of Lawrence Park, Esq., of Groton.

Ехипвітер---

At the exhibition of Stuart's portraits, Boston, 1828, No. 186.

At the Museum of Fine Arts, Boston, from

September, 1915, to September, 1916. A copy, made by Edgar Parker about 1885, is owned by Mr. Davis' great-grandson, Charles Motley Clark, Esq., of Boston.

[Illustrated]

(215)

MRS. CHARLES DAVIS

1783-1841

ELIZA, daughter of Benjamin (q.v.) and Judith (Gay) Bussey (q.v.) of Boston and "Woodland Hill," Jamaica Plain, Massachusetts. She married in Boston in 1803 Charles Davis (q.v.) of Boston.

Boston, 1808. Panel, 32 1/8 x 26 1/4 inches. Life-size, half-length, showing her seated in an easy attitude, three-quarters left, in a gilt Empire armchair, upholstered in rich old rose velvet, with her gray-blue eyes to the spectator. She wears a short-sleeved, high-waisted, low-necked, black velvet gown, trimmed about the neck with narrow white lace. Her light brown hair is parted on her forehead and worn in large ringlets at her temples. Her coloring is brilliant. A cord of black velvet passes around her head. Her hands rest on her lap, with the fingers interlocked and her right forearm lies upon a cushion of the same shade as the chair covering. The background is plain and of brown tones.

Painted for her father, her portrait remained in his possession until his death in 1842, when it passed to her mother, and at her death in 1849 it was inherited by Mrs. Davis' daughter, Maria Bussey Davis (1814–1894), wife of Thomas Motley (1812–1895) of "Woodland Hill." At Mrs. Motley's death, it became the property of her daughter, Judith Eleanor Motley, wife of Edward Gilchrist

PAGE FROM "GILBERT STUART," BY LAWRENCE PARK
PUBLISHED BY WILLIAM EDWIN RUDGE
Type: 12, 14, 18 and 24 point Caslon Old Face

MERGENTHALER LINOTYPE COMPANY

BROOKLYN, NEW YORK

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

PRINTED

Frank Trufax's Letters

CONTINUED FROM PAGE 311

be answered to the point of the exact number of cigars consumed, and yet an answer can be given that will serve as a basis of determining approxi-mately the possibilities of cigar sales

in any territory.

Follow me through on this - if so many million people in the good old U. S. A. enjoy so many billions of cigars annually, the per capita consumption would be just so many and that "so many" works out in round figures to about fifty-five cigars per capita per year.

That is, in a territory of a million people, about 55,000,000 cigars are smoked yearly. In a population of half a million, 27,500,000 cigars give ease and happiness to smokers during a

year.

Now, boys, get me right. I'm not. going to throw a lot of so-called inside info at you nor am I even attempting to give you other than closely estimated figures as founded on absolutely correct data furnished by the Government. All I offer is a method of figuring potential cigar sales in a territory based on the "law of averages" with facts as a foundation instead of just guessing.

Therefore, fifty-five cigars per capita, per year is the round number to

start your pencil working.

All right. Now, let's get down to

cases.

Billy Keepatem, one of our boys, works five counties with a total population of 300,000 population. He says he gets "about twenty-five per cent of the cigar business in his territory. About how many must he sell to hit the 25 per cent mark?

Approximately 16,500,000 cigars are sold in his territory. To get twenty-five per cent of this business, Billy would have to sell 4,125,000.

Billy does NOT "get twenty-five per cent of the cigar business" in his territory and way beautiful.

ritory, and now he admits he doesn't.

But, do all territories afford equal consumption of cigars? Aren't some sections better than others? I'd say so and because of this situation, you can make proportionate allowances or additions to your estimated figures of potential sales. That is, if for good and valid reasons, Billy Keepatem would arrive at the conclusion that his territory is "ten per cent poorer eigar territory" than some other section, then deduct ten per cent from the potential sales of 4,125,000.

sales of 4,125,000.

What percentage of the cigar business in your territory do YOU think you are entitled to by reason of your brands, your house and because of your own ability? Ten per cent? Fifteen per cent? Twenty-five per cent? What per cent? Are you getting it? What's the use of guessing? What's to be gained by kidding ourselves? Let's find out.

The procedure as outlined is not patented nor copyrighted—nor, by gad.

patented nor copyrighted-nor, by gad, does it give 100 per cent accurate in-formation BUT, I ask you, doesn't it give you a concrete and authentic basis of computing estimated sales possibili-ties? Isn't that better than arriving at a conclusion of what can and should be done by mere quessing with no facts to guide you? The answer is "Yes."

Best regards, boys. Yours, forandwithu,

FRANK TRUFAX.

A WINTER Market for SUMMER

Products

UST about the time when the northern merchant puts away h is remaining straw hats, bathing suits and summer dresses for the winter, the Florida merchant sends in extra orders for summer goods in preparation for his biggestselling scason.

There's a year 'round market for summer products in Florida and it is greater in winter than in summer because the population of the state nearly doubles during the tourist scason.



In winter Florida has nearly three million people. residents and winter visitors, who offer a market for all kinds of summer goods-summer clothing. bathing suits, fishing tackle, golf equipment, motor boats, motor cars and the like. Here is an opportunity

for the maker of summer products to extend his selling SPESOR

Plan a special selling and advertising campaign for Florida during the winter months. And remember von ean cover Florida best with -

The ASSOCIATED DAILIES of Florida



DeLand Daily News Fort Myers Press Fort Myers Tropical News Jacksonville Journal Lakeland Star-Telegram Miami Herald New Smyrna News Orlando Sentinel

Palm Beach Post
Pennacota News-Journal
Plant City Cournel
Plant City Course
St. Inguistine Record
St. Petersburg Independent
St. Petersburg Times
Sanford Times Tampa Times
Tampa Tribune

—AND SO OUGHT YOU!

ADVERTISING AND SELLING 9 East 38th St., New York City Please enter my subscription for one year at \$3.00, ☐ Check attached. Name Position



A sales portfolio combined with a handsome brief case. Compact, easily convertible, convenient to carry. Merchandisers and salesmen are enthusiastic over the results obtained with Briefolio. It makes it unnecessary for them to carry both a brief case

and sales portfolio as separate units yet gives them the tremendous advantage of visual sell-

ing.

To convert
Briefolio from a
brief case into a
display portfolio i
is only necessary to
fold back the base and
press two snap-buttons into
place. It is ready for use for
catalogs, price lists, and other data.

Briefolio comes in one standard size, equipped with 25 hinged display sheets for mounting photographs and other material. Equip your men with Briefolios and watch the increasing percentage of difficult accounts they will close.

Send for illustrated folder describing Briefolio and other styles and types of Pyramid Sales Portfolios, Mailed on request,

Portfolio

"Ask the Man Who Uses One"

Michigan Book Binding Company Schmidt Power Bldg., Detroit, Mich.

Marketing in the Industrial Field

[CONTINUED FROM PAGE 20]

own language. As a result of these specialized efforts, directed at a particular market, that company has secured recognition as a leading producer of ventilating fans for coal mines, whereas some of the large blower manufacturers, who have not given specialized attention to the mining market, are said to have comparatively little business in that field.

MANUFACTURER'S comprehen-A sion of his market usually is reflected in the recognition which he secures for his products. The McGraw-Hill Company recently made a survey of the markets for various industrial products in order to ascertain the degree to which different makes of goods were recognized by buyers in the respective fields. In the market for concrete mixers, for example, this inquiry showed that two manufacturers stood out far ahead of their competitors in recognition by the contractors who purchase such equipment. The market for power shovels in the contracting industry was shown to be practically in the hands of six companies, and the leading company in that field was one which had attained its position within a relatively short period. In the metal working industries two manufacturers of radial drills were rated far ahead of other manufacturers of such equipment.

In the rating of manufacturers of coal handling equipment by industrial power plants, the leader had secured an unusually high degree of recognition, and only three companies had secured recognition from more than ten per cent of the field covered, as compared with an average of five companies for all the industrial fields included in the survey. Among the manufacturers of Diesel engines the ratings given by industrial power plants indicated that there was no outstanding leader; seven companies received almost the same recognition rating. This also was true of the manufacturers of mine hoists. From these reports it would appear that among manufacturers of mine hoists and Diesel engines no company, as yet, has manifested conspicuous alertness in marketing. These examples, to which numerous others could he added, indicate great variations in marketing acumen not only between industries but also in many cases within an industry.

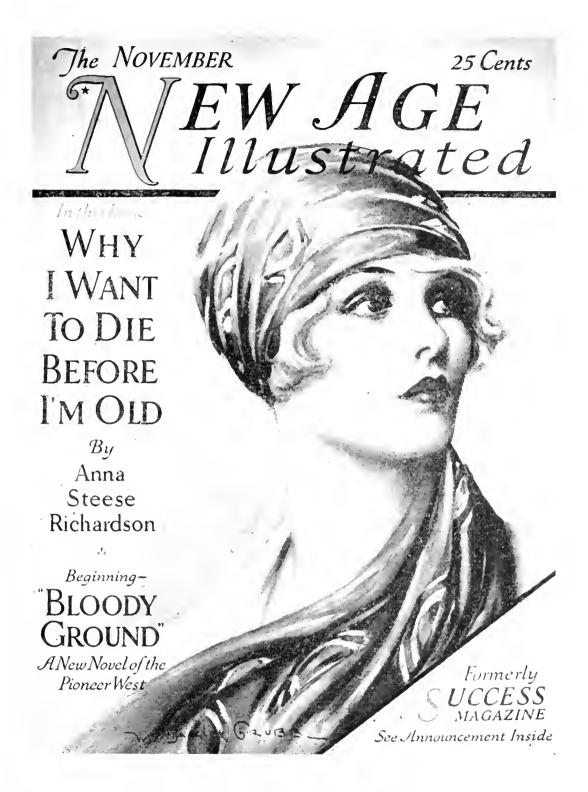
Marketing effort is partly informational, partly stimulative, and partly competitive. The industrial revolution, which has taken place during the last 170 years, has resulted in the establishment of a large number of specialized producers, served by a great variety of distributors. Each business organization must make purchases from many producers or distributors. Consider, for instance, the case of a cotton manufacturing company. In building its plant the company has purchased building materials for construction from

numerous sources and mill machinery from several manufacturers who specialize in that type of equipment. To carry on its operations it purchases raw cotton and a great variety of other materials, supplies, and equipment, including such items as starch, lubricants, brooms, ledgers and account books, stationery, motors, belts, gears, coal or oil for fuel, factory trucks, delivery trucks, time clocks, bobbins, shuttles, electric lights, baskets and other receptacles, packing cases, paint, portable blowers, and so on.

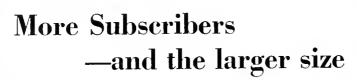
For every industry, a similarly diverse list of articles could be cited. Each of these items is produced by firms specializing in that particular class of products. With this network of potential business relationships, a buyer cannot purchase intelligently and economically without having information regarding possible sources and the merits of the various articles, Nor can the buyer be expected to search out of his own accord all the types of materials, equipment, and supplies potentially useful in his business, or to ascertain all available sources and the advantages of the various makes of products. It is the task of the producer to furnish the buyer with this information, either directly by salesmen and advertising, or indirectly through his distributors. This informational marketing effort is especially necessary in the industrial field.

For goods for which the want is spontaneous, informational effort alone is sufficient to effect sales. rare, however, that any substantial part of the demand for a particular article or material is spontaneous. The lack of spontaneity in demand results from the difficulty of discriminating between information that is dependable and misinformation and also, in even greater measure, from the lack of imaginative ability in mankind generally. The potential usefulness of an unfamiliar article or device usually is not grasped by the prospective buyer until his imagination has been laboriously kindled. Consequently, sales effort is necessary for stimulating the imagination and arousing latent wants. Stimulative marketing effort is needed for developing those parts of the market from which satisfactory results have not been secured and for introducing new articles or old articles adapted to new uses. Under such circumstances it is incumbent upon the producers to stimulate the imagination of potential huyers to comprehend the characteristics of the articles and their merits. This is one of the outstanding features of alert marketing.

THE third type of marketing effort is competitive. Competitive effort may not be necessary in the case of a device which is protected by a patents. Most goods are not covered by patents, however, and the buyer, when he feels a want, must choose the source from



The chapter of material success is written boldly in American life but we are only turning the first pages of that deeper success which is the real challenge to our courage in the new age.* All that is valuable in human achievement, all that is significant in human progress, all that is important to human interest, we shall try to give to you in The New Age Illustrated.*



The Architectural Record has increased its number of architect and engineer subscribers to 7,202, and its lead over the nearest competitor to 36%. To this dominating position will be added, with January 1928, the advantages of the larger size, a new and striking typographical dress devised by Frederick W. Goudy, and many improvements in editorial presentation—all resulting in a special attention value that no other paper will enjoy.

On request—full information on The Architectural Record for 1928—latest A.B.C. Auditor's Report—new enlarged and revised edition of "Selling the Architect" booklet—latest statistics on building activity—and sample copy.

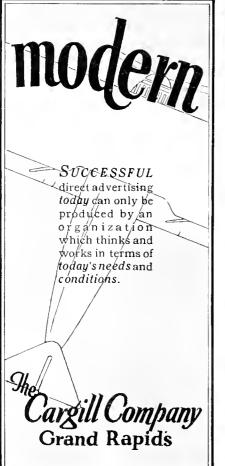
(Average Net Paid 6 months ending June, 1927—11,586)

The ARCHITECTURAL RECORD

Division F. W. Dodge Corporation
119 West Fortieth Street, New York, N. Y.

Member A. B. C. Member A. B. P., Inc.

Member A. B. C. Member A. B. T., Inc.



first. Ohio

DISPATCH SETS THE PACE

During the first six months of 1927 The Columbus Dispatch carried more paid advertising than the second Columbus paper by 4,639,750 agate lines.

For years The Columbus Dispatch has enjoyed the distinction of being first in Ohio in paid advertising volume.

Columbus and central Ohlo is one of the most attractive fields in America for the sale of all kinds of Merchandise. The wealth of this territory is more than 2½ billion dollars.

One newspaper... The Columbus Dispatch, can give you the key to sales in this fertile territory.

The Dispatch is first in news, first in circulation, and first in advertising.

NET PAID CHRCULATION

 City
 60,216

 Suburban
 28,937

 Country
 24,525

 Total Circulation
 113,678

Folumbus Dispatch

which to buy: then competition enters. To deal with these conditions, producers maintain competitive sales organizations.

NOMPETITIVE marketing effort frequently results in economic waste. The view is still held in the United States, however, and correctly, I believe, that the wastes resulting from this competition are far more than counterbalanced by the gains. Competition affords a continual incentive to improvement in methods and products and encourages the stimulation of new wants, which directly or indirectly help to raise the general standard of living. With all its wastes and discomforts, competition such as exists in the United States is far healthier than the European system of "rings" and "cartels." Some manufacturers manifest a desire to have the Sherman Law repealed insofar as it applies to their particular sales activities, but few manufacturers indicate willingness to have that exception extended to those industries from which they purchase materials and equipment. As a practical matter, the solution of the competitive problems in many industries must be found in improved marketing methods.

The examples of marketing methods which have been cited in this article are from the industrial field. As regards the importance of alert marketing, no distinction properly can be made between consumers' goods and industrial goods; it is essential for both. In the working out of sound marketing plans, however, there are significant differentiations between the consumer market and the industrial market, and it is on the less well-known industrial market that attention is to be focussed in this series of articles.

This is the first of a series of articles on industrial marketing by Professor Copeland. The second will appear in the following issue.

Ice Cream Consumption Gains

The ice-cream manufacturers decided twenty years ago that if they were to get anywhere they would have to get there together. The realization of common interests and common problems roused them into industrial consciousness, and another industry stepped into the competitive ring.

The industry drafted its best brains for leadership, dug deep into its resources, marshalled its forces into a solid fighting line. Today, although one of the youngest members of the dairy products family, it ranks as one of the foremost. Numbered in its ranks are approximately four thousand wholesale manufacturers with a capital investment of close to half a billion dollars.

The industry is meeting outside competition by the organized force of cooperative effort and without the impairment of individual initiative or individual sales promotion. In 1905, every American consumed 1.04 gallons of ice cream. Last year he ate more than double that amount, or 2.77 gallons. This was due to the cooperation of those in the industry.—Nation's Business Magazine.

agazine Advertisers are Buying More this Year than Last.

EXAMPLE: LIBERTY'S Advertising Gain for First 6 Months of 1927 over First 6 Months of 1926 is 83% pages more than that of 12 Other Leaders for the same six months' period.

Liberty's Gain:

190% Pages

This is *by far* the largest gain made by any of the following twelve magazines:

NET GAIN, 12 Magazines: 107½ Pages

Figures are tabulated from Reports of Publishers' Information
Bureau

	A tipe		1 4500
		Ladies' Home Journal	Gam 343 8
Collier's Weekly	Gain 11.12	Good Housekeeping	Gam 1578
Amerigan Magazine	Gain 15 ₄	PICTORIAL REVIEW .	Gum 471/2
Cosmopolitan	Gam 2778	Delineator	Gam 7112
Red Book	Gam 115 5	McCall's	Gam 7015
TOTAL GAIN: 3085, Pages		NET GAIN:	10712 Pages

Pages

HERE must be reasons why advertisers are giving Liberty such pronounced preference in their schedules. You will find these reasons explained in Liberty's "Points of Advertising Difference." Ask for them.

Liberty

Meekly for Everybody

NEW YORK 147 Park Avenue CHICAGO Tribune Square **DETROIT**General Motors Building

BOSTON
10 High Street

SAN FRANCISCO 820 Kohl Building

Pages



The OPEN FORUM

Individual Views Frankly Expressed

Mr. Chase Declines

HAVE your kind invitation to answer certain criticisms of our book in the pages of Advertising and Sell-

It is evident that our minds do not meet and it would be rather a waste of time to attempt to enter into a lengthy debate. I am quite content to let you have the last word accordingly.

> STUART CHASE, The Labor Bureau, Inc., New York.

Where Is the Waste in Selling?

TOW that the Federal Trade Commission has ordered a sales inquiry, to throw the spot light on waste in selling, the question arises as to just what is the sales waste to be eliminated.

Incidentally, some big manufacturers of the United States approached the Federal Government at Washington with the suggestion that selling as well as producing activities be included in the general movement against waste.

Such an inquiry, made by business men, would be constructive and practical, and would have a direct bearing on practical ways and means of elimi-

nating waste in selling,

Nearly everybody admits that there's a lot of waste in selling. But just where is it-and what can be done

Does it lie in the fact that each of several competing manufacturers sends his salesman into the same town, whereas one salesman could book all the orders available from that town if he had it all to himself.

If so, then the remedy lies in agreements among the competing manufacturers on a split-up of the marketwhich is, and should continue to be. illegal monopolistic restraint of free trade.

Therefore, that is forestalled from being the recognized trouble or cause of waste in selling, because its only remedy chokes off competition—and the administration at Washington, while bending the anti-trust laws, doubtless would not care for the responsibility of breaking them in two.

Then, where is the sales waste that can be remedied without breaking the

The answer is that this waste lies mainly within the sales and advertising policies, plans, and methods of individual business houses.

That there is great possibility for

eliminating selling waste by increasing sales efficiency—few, if any, will deny.

This is a problem for the individual manufacturer to solve as best he can. He can get much staff help from the Department of Commerce through its excellent statistical reports. But this problem of waste in selling is peculiarly the manufacturer's own problem. It is one very important avenue left open for him to excel in his tussle with manufacturers of competing products.

Vigorous competition for sales, the kind of competition that many manufacturers have experienced in recent years, is the greatest hope for the elimination of selling waste-and great progress has been made in this direction during the past five years. Furthermore, it seems to be certain that greater progress is to come as the producing costs of competing manufacturers gradually get closer together and more of responsibility in earning a satisfactory net profit is placed on the ability of the sales department to lower its costs per unit of product sold.

H. McJohnston, Director Business Management Dept., La Salle Extension University, Chicago.

Canadian Circulation of American Magazines

M. CAMPBELL says in his article, • "Canadian in name-American in Ownership," that curiously enough, prices of American products made in Canada—or purchased in Canada, are considerably higher than in this country. There is nothing curious about that fact whatever. When you add the amount of a protective duty to an invoice price, you are bound to arrive at a higher figure.

Mr. Campbell may be right when he says that the natural inclination of the people is to buy British made goods but the fact remains that for the past twenty-five years they have been advertised to the point where the preference is for American made goods. All our magazines are circulated in Canada and one at least of them has a circulation much larger than any Canadian or British periodical in that country. Consequently, it is only to be supposed that the products advertised in these magazines would come to be in general use in Canada.

I think we have found the ideal solution for the average sized manufacturer who advertises and who wishes to sell his product in Canada. Mr.

Campbell might have found, had he tried, a Spur Tie in Canada at exactly the same price as he paid in this country by reason of the fact that it is made in a Canadian factory, by Canadian workmen, with Canadian materials and not those imported into the country and on which a duty had to be paid.

In this way we get a return on the tremendous excess circulation of the magazines we are advertising in in this country and which circulation we otherwise would be paying for with no possibility of getting any return for our money. The business we get represents a clear profit because it is done on a royalty basis and in addition to taking up the slack of our waste advertising circulation up there we also derive the benefit of having our name linked up with the largest company of its kind in Canada.

J. K. MACNEILL, Sales Manager, Hewes & Potter, Boston, Mass.

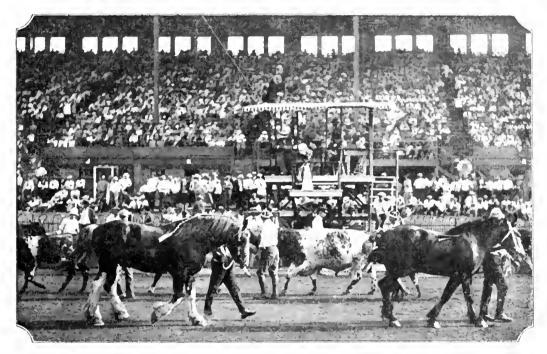
Oceanic Advertising

NEW medium for outdoor adver-A tising which to my knowledge has neither been commented upon nor copied to any extent was observed by me recently on the Italian steamer "Roma." With the resourcefulness, imagination and energy of the modern Italian, the line that runs this ship has used spaces between the portholes of the cabins on the promenade decks to bear framed posters of watering places, jewelers, automobiles, tourist agencies and other such advertisers of articles and services that will presumably appeal to the type of "prospect" who travels in the first class section of an expensive liner. The "shop" on the ocean has been with us for some time, but it has never played a prominent rôle in the life on the ships. These posters however held the attention without irritating the sensibilities of every passenger able to leave his cabin. The well known monotony of mid-Atlantic scenery was happily enlivened; no one could claim that Nature was in any way desecrated; and the tourists with their letters of credit still untouched could be seen constantly examining the displays from which there was for no one any feasible escape. If our Shipping Board wants to increase its revenues here is a chance; but let us not have a Gay White Way where the life boats now offer convenient shelter on moonlight nights.

MALCOM BATES, Hartford, Conn.



"This way to the big show"



A million dollar stock parade passed in front of grand stand of the Iowa State Fair.

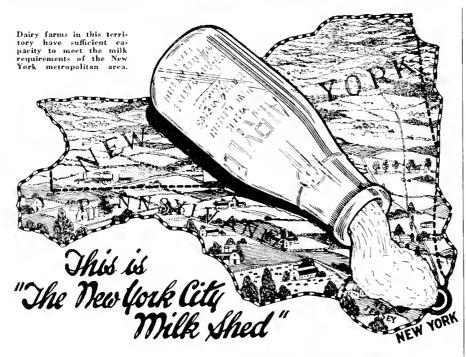
Always a "big show," this year the Iowa State Fair hung up a new attendance record 429,000 paid admissions an indication of a favorable trade outlook for Iowa.

All records for attendance were broken at the 1927 Iowa State Fair. Not even during the palmy years of war time prosperity was this year's figure of 429.05t paid admissions even equalled. Sixty-six thousand more Iowans went through the turnstiles of the Fair this year than in 1926.

The great success of this year's State Fair indicates to the business man here on the ground a most favorable trade outlook for Iowa this fall and winter. And why not? Iowa's crops are excellent. Iowa's factories are busy. Retailers and jobbers are reporting large sales of merchandise.

Fortunately, it is no difficult task to reach this responsive market. In Iowa, the backbone of a successful advertising campaign is The Des Moines Register and Tribune-Capital. 220,000 copies are daily distributed over the entire state in more than a thousand towns and cities. Statistics show that The Des Moines Register and Tribune-Capital covers Des Moines and Iowa with greater density than any other middle-western newspaper in its trade territory.

Long experience has given us an intimate knowledge of Iowa business which is always at the disposal of agencies and advertisers. We invite the opportunity to present detailed facts and figures relative to market possibilities in Iowa.

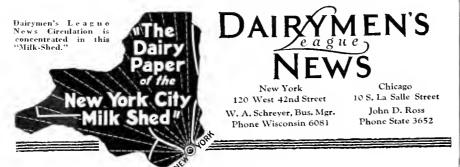


A LAND literally flowing with milk and honey, its thousands of hills dotted with a million heavy-milking cows. In summer these cattle wade in spring-fed streams and graze in green pastures; in winter, they munch succulent silage in sanitary modern barns.

From this favored region comes the milk required by the teeming millions of the Greater City. The bulk of this milk is marketed through one of the world's greatest farmer-owned organizations—the Dairymen's League Cooperative Association, Inc.

It is this Association which publishes the Dairymen's League News—the outstanding dairy paper of the East. Through the advertising columns of this paper you can reach the prosperous, progressive dairy farm families of this territory.

Write for Sample Copy and Rate Card



Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wented



FREE A SALES AID

Your salesmen should show skeptical prospects the testimonal letters and orders tectived from satisfied customers—they supply proof and get the orders. Don't leave testimonal letters lying idle in your files—give them to your men and increase sales through their use—28. Send for a opy of bother idea.

AJAX PHOTO-PRINT CO., 31 W. Adams Street, Chicago



Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

"For Immediate Release"

[CONTINUED FROM PAGE 44]

editor would characterize its 350 words as "press agent pap," as does the newspaper man's paper in which it is reproduced and pilloried.

What a lot of publicity stuff the newspapers do publish, without a whimper! In the country the circus advance man still swaps the rural publisher two Annie Oakleys for a couple of columns of reading matter. And almost every newspaper in the country helps to perpetuate this ancient bargain by publishing, daily, comments on the local theatrical productions and unlimited quantities of photoplay chatter. Book publishers receive reviews of their new offerings in return for copies of the books.

(I anticipate, here, a loud wail that comments on the theaters and notes of new books are *news*, and that the public does want this news; further, that the free ticket or the free book is not a consideration in return for the publicity received. I admit that the public wants the news; so do millions of women want new recipes. The question of consideration is beside the point, just now. We are considering only the relative value of news items from free sources.)

No business in the strictly commercial field gets any such attention, excepting one—the automobile industry. It gets the lion's share. Why all the world is waiting to hear of the improverd gear shift on the Soandso Six, and is not interested in the new product of a golf club manufacturer is something editors know, and I don't.

I seem to be piling up evidence against the newspapers, but I have charged them with only half the blame. Before we dismiss them, let us just sum up the case against them thus: The newspapers are not consistent. They do publish a great deal of publicity matter; that which they publish has had some shifting for news value, but the chief distinction which separates news from rubbish seems to be the source from which the material emanates.

What is the publicity writer's part of the blame? First, he has too often used a club to get his rubbish printed. A nationally-known manufacturer of food products recently brought out a new cereal. That fact alone, because the company was large and conspicuous and because it was adding a product to its established line, had a certain element of news—say one percent. It was worth one paragraph of news space. The rest of its story was appropriate for paid space. But by stretching and pulling and pumping in air the story spread out to most of a column in many of the papers which carried the display copy. The story never should have been sent; the papers should have refused it.

A newspaper publisher, interested in the works of a certain writer, recently sent out mats of a large display advertisement accompanied by a three-column news story. Editors in all parts of the country protested, and rightly raised the question as to whether the offending publisher would have accepted the paid space on the same basis

in his own publication. He had no right to expect other newspaper men to accede to terms he himself would have indignantly refused.

What is legitimate news for a publicity man to send out? The answer is

simply, news.

A new product is news if the public has an interest in it. The manufacturer's interest is secondary, and of little or no consequence. A new building is news, but the fine cloaks and suits that are to be sold in the new building are a subject the merchant

should present in paid space.
Recipes are news, and if they use evaporated milk as well as flour, sugar, nutmeg and the whites of a couple of eggs they are none the less news for that reason. (I have not the remotest connection with the milk busi-

ness, by the way.)

The real test of the news value of

any piece of publicity is this:
Would you be interested in it if you read the same article about someone else's company or product? If not, it

isn't news.

I venture to prophesy that peace will reign when publicity men gage their stuff by this simple rule, and send out their news as news, to stand on its own feet without the support of an advertising contract, and when editors apply the same open and shut policy to all publicity material alike, without pre-conceived suspicions, and judge it on no other basis than its sheer news

This, I predict, will be one day he-fore the blast is heard from Gabriel's

trump.

Or possibly one day after.

Colored Stationery Most Resultful

We have repeatedly stressed the desirability of using colored letterheads and envelopes. That they are more resultful than white is again borne out

by the following:

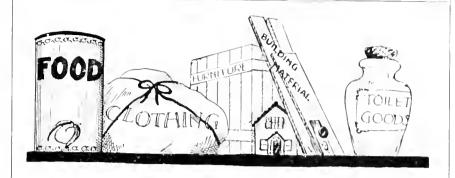
An electrical jobbing house mailed processed letters on white letterheads and in white envelopes to a list of 12,000 prospects. The returns were 4 per cent. A follow up was prepared and the list divided into 11 groups of 1000 names each and a different combination of letterheads and envelopes used on each list. Nine per cent returns on one group of 1000 and 18 per cent returns on another group were the high and the low in the twelve groups.

The complete tabulation of the results of the various groups and the

colors used follows:

Per Cent of List Responding 48	Color of Letterheads Pink	Color of Envelopes Blue
34 28 26	Canary Green Pink	Blue Blue White
$\begin{array}{c} 26 \\ 21 \\ 18 \\ 16 \end{array}$	Corn Canary White Green	Blue White White
14 12 9	Corn White White	White White Blue White

From "Mail" Published by The Letter Specialty Co., Cleveland, Ohio.



In Nine Out of Ten Farm Purchases

THE WOMAN MAKES THE DECISION



ECADAZE EADERS of The Farmer's Wife are important R factors to manufacturers of every commodity used in farm living. They do 90% of the purchasing for their farms; they keep the books;

they carry on the correspondence of the farm partnership. They represent the best buying ability, the highest intelligence among country women.

FARMER'S WIFE readers, when sold on your product, offer a big market, one which no manufacturer should overlook. THE FARMER'S WIFE is the only magazine in America published exclusively for farm women.

FARMER'S WIFE

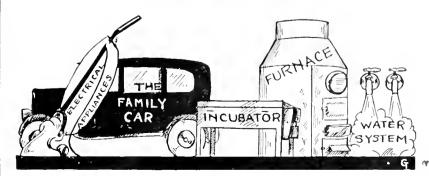
A Magazine for Farm Women WEBB PUBLISHING COMPANY, PUBLISHERS

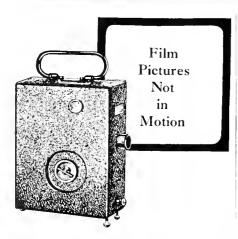
St. Paul, Minnesota

Western Representatives Standard Farm Papers, Inc. 307 North Michigan Ave. Chicago, Illinois

Eastern Representatives Wallace C. Richardson, Inc. 250 Park Avenue New York City

Member Audit Bureau of Circulations





During the NEXT TWELVE MONTHS

Salesmen

equipped with

BAUSCH & LOMB SALES PROJECTORS

Will have a great advantage over their non-equipped competitors. (After that time, their use will be almost universal!)

Make *first* use of this new dissolver of sales-resistance. 15 minutes explains it. Our representatives call on invitation. Please use

BAUSCH & LOMB OPTICAL CO.

Sales Projector Division

694 St. Paul Street, Rochester, New York

Tell us how we can make our selling easier with a Bausch & Lomb Optical Co. SALES PROJECTOR

Name	
Address	

ABLE MEN USE COUPONS

Competition With Europe

[CONTINUED FROM PAGE 34]

appraising the competitive prospects of America's overseas business.

THE question is incidentally raised occasionally in connection with this European trade drive as to whether it is specially directed against American commerce. There are, of course, rare instances when American commerce is singled out for sudden and frankly discriminatory restriction but these seem to have been inspired by exceptional motives. The abrupt projection of such detour signs across the stream of business traffic naturally results in dislocation and a loss of good will which is so peculiarly valuable a factor in international trade. In the main, how-ever, there is very little evidence of any vindictive hostility in the European business world toward its American counterpart. European traders have fixed their minds apparently upon the direct objective of building up their own trade in their own way and insofar as the element of America's export has entered into their calculations it has been rather by way of profiting by the general increase in overseas business resulting from our effort to improve demand by such devices as good roads movements, encouragement of better living standards, opening up of new raw material developments, etc.

There is obviously a growing appreciation across the Atlantic of the mutual value of such efforts-an increasing realization that trade begets trade and that the world has come a long way from the mediaeval conception of excessive nationalistic mercantilism. International commerce is no longer a mortal combat involving the annihilation of one of the participants; much can be gained by each from the successes achieved by

the others. This does not signify by any means that henceforth the marts of the world are to be transformed into paradises of filial affection, that terms of endearment are to replace the blunt, strong language which so often must cause the submarine cable to sizzle. The first submarine cable to sizzle. The first purpose of business will still continue to be profit. The search for that objective will be prosecuted with rapidly increasing vigor in all parts of the world but the feeling is growing that better profits can be attained through new and constructive efforts of trade expansion rather than through more dubious methods. In fact, the real triumph is apt to be achieved by that trading group whose economic and commercial organization is the more resilient and quickly responsive to changing opportunity and to the rapidly altering conditions which are now pre-

sented in international business.

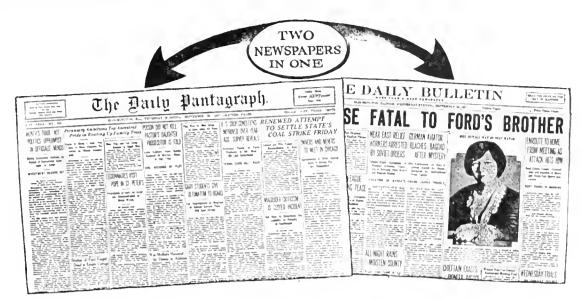
A clear indication of the speed and effectiveness with which European effectiveness with which European traders are readjusting their overseas operations is shown by the rehabilitation of the trade of Germany in certain highly competitive markets. In 1910 she supplied seventeen per cent of Argentina's imports; she is now back to twelve per cent and rapidly going up.
In Brazil she supplied seventeen per cent of the total imports before the war

strength of European traders, and in and now has recovered fourteen per cent and similar figures might be cited in other Latin American markets. Her position in the Far East is likewise improving rapidly; in fact, in India she has reached her prewar portion of seven per cent of the total trade. In general. it is significant that her exports, computed on a gold basis, have scored the impressive increase of over sixty-one per cent since 1923, having risen from \$1,453,561,000 to \$2,338,676,000.

The increasing competitive ability of European merchants, especially in capitalizing the new openings in the American market, is shown in the substantially increased proportion of European exports which are now sent to the United States. In 1919 the United Kingdom sold about 5.6 per cent of its total exports in the United States; the figure was raised in 1926 to 7.4 per cent. French exporters found a market in the United States for 6.1 per cent of their total overseas sales in 1913 and are now selling nearly 6.6 per cent of all their exports to this country. In Germany a comparable increase was recorded—from 7.1 per cent before the war to 7.6 per cent today. In the case of Spain the increase was even more rapid, our share of her exports having risen from seven per cent to eleven per cent. In the case of Belgium the exploitation of our market has made perhaps the most impressive relative gain of any European trade group; we took 2.9 per cent of her total exports in 1913 and now absorb nearly ten per cent. These gains are not due to advantages accruing from depreciated currency since that deplorable condition has largely disappeared from Europe. They are due to an alert watchfulness, a readiness to exploit every advantage afforded by the new buying power of the American market and, above all, the ability to readjust trading operations to suit new conditions.

 $\Gamma^{
m HIS}$ raises the question as to whether a comparable effort might be made by American traders to meet European competition right on its own ground. Proximity may be an advantage to a European manufacturer in exploiting other Continental markets, but this does not mean that we cannot match such a geographic factor by superiority in other directions. In fact, our manufacturers and merchants are already doing so. It is not generally realized that the exports of American finished manufactures to Europe have risen from a five-year prewar (1910-14) average of 209 million dollars to 591 million in 1926—a formidable increase of 183 per cent, which even with discounts for price variations leaves a wide margin for actual volume increase in that time.

Much of this represents precisely the most effective type of vigilance and prompt exploitation of opportunities by American manufacturers. They have taken nothing for granted as to the "impossibility" of meeting European competition right on its own threshold and it is that spirit which will determine the success of our efforts from now on both



Effective Oct. 3

Out Goes Another Paper— In Comes Advertising Economy

The Daily Pantagraph having purchased The Daily Bulletin, beginning Oct. 3 will offer a combined paper to appear EVENINGS (except Saturday and Sunday) and Saturday and Sunday mornings, with a special predate or morning edition to serve that portion of The Daily Pantagraph's present large suburban reader following which cannot be reached by afternoon deliveries. On Saturday and Sunday the entire circulation will be published and delivered in the morning.

Just ONE Paper to Cover a \$37,000,000 Market in Central Illinois—Home Contact with City, Suburban and Rural Buyers

The HOME-DELIVERED circulation of this combined newspaper will cover 94% of the homes in the twin cities of Bloomington and Normal, 80% of the homes of McLean County, and 68% of the homes in the outlying trading area—a region of 30,000 typical American homes maintained at an annual expenditure of more than 37,000,000 Dollars.

A New All-Day Coverage — Without Duplication In the Richest Spot in Illinois

The Daily Pantagraph.

Bloomington, Ill.

REPRESENTATIVES

Chas. H. Eddy Co., 247 Park Ave., New York City F. E. Wales, Room 1501, 140 S. Dearborn St., Chicago 294 Washington St., Boston

Member A. B. C., A. N. P A., Associated Press

N DALLAS a worthwhile newspaper advertising combination is available—The Dallas Morning News and The Dallas Journal. They represent full market coverage and their special combination rate means maximum efficiency. One order, one handling.

The Dallas Morning News
The Dallas Journal

Dallas, Texas

Advertising in LA PRENSA of Buenos Aires reaches all classes in the rich Argentine Republic

During the first seven months of 1927, LA PRENSA published an average of 1,264,758 lines of advertising monthly, exceeding its nearest competitor by 290,840 lines monthly. This includes advertising of all kinds.

In circulation also, LA PRENSA maintained its leadership, its average net distribution for the first seven months being 327,851 on Sundays and 248,670 daily and Sunday.

There are other yardsticks of newspaper value, notably prestige, news and features. Any journalist will tell you that it was excellence in these categories that first earned for LA PRENSA its reputation as "South America's greatest newspaper."

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

in the rapidly expanding trade openings in the Old World, as well as in the opportunities afforded in trans-Pacific and South American trade.

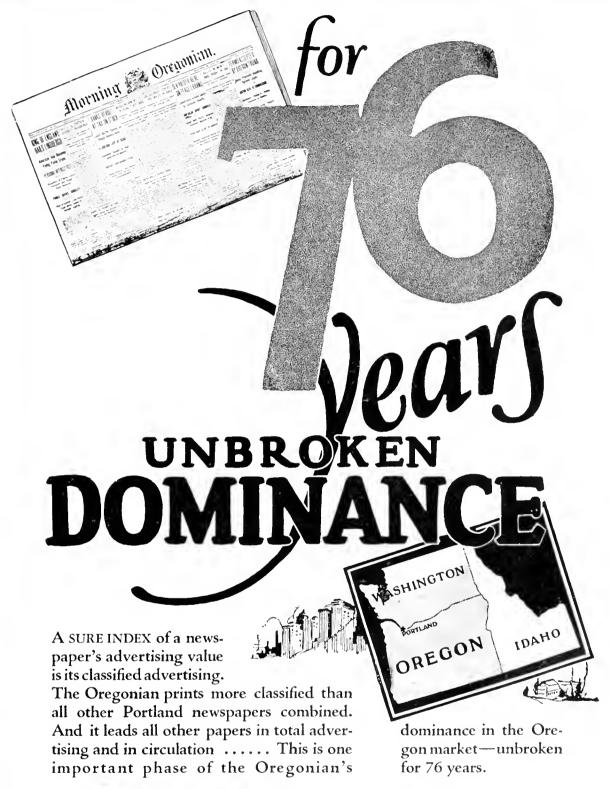
After all, the capacity of any given market for our wares is determined primarily by its buying power, and there can be no doubt about the impressive improvement in Europe in this connection. As one indication, the consumption of luxury articles has advanced rapidly. The reports of practically all continental cooperative associations show marked increases in demand for candies, tobacco, dried fruits, and other luxury or semi-luxury articles. In Germany, the per capita consumption of beer is double that of what it was in 1925 and that of the more expensive liquors has increased thirty-five per cent, while a recent report of the British Committee on National Debt and Taxation indicates improvement in the worker's buying power as against prewar, particularly in the qualities of commodities which he now demands.

OUR exporters are capitalizing this situation, as is shown by the fact that the sale of American canned fruits, and vegetables, confectionery, nuts, chewing gum, and honey to Europe which totaled \$42,910,000 in 1921 had by 1926 registered an increase of 90 per cent, reaching eighty million dollars in value. The demand for raisins has been systematically exploited with highly efficient and characteristically American advertising campaigns, sales organizations, etc., with the result that sales have risen from \$927,000 in 1921 to \$6,972,000 in 1926, an increase of over 600 per cent.

In this connection it is worth noting that the supposedly devastating anti-American feeling, which has been so dolefully lamented by an earnest group of professional mourners, though possibly evident in other directions, has had no appreciable effect upon our exports of well known and clearly marked American commodities. In the case of automobiles, for example, a readily identifiable American product, we find that our exports to Europe rose from \$8,265,000 worth in 1922 to the astonishing figures of \$63,911,000 last year—clearly an indication of some profound emotion on the part of the European consumer, but evidently not one of bitterness toward that particular American commodity.

The sale of American tires in Europe, to take another instance, has nearly doubled since 1922 having risen from about \$6,600,000 to \$12,141,000 last year. A similar one hundred per cent increase was registered in typewriters; wheel tractors made a bound from \$527,000 to \$10,363,000; adding and calculating machines jumped from \$894,000 to \$5,932,000; cash registers went from \$1,339,000 to \$3,448,000; sewing machines from \$1,825,000 to \$2,042,000; printing presses from \$1,636,000 to \$2,46,000; motion picture films from \$1,627,000 to \$2,981,000; harvesters and binders from \$1,521,000 to \$2,138,000. The total values of our European sales of these eleven conspicuously marked American specialties, whose identity could not be lost as in the case of cotton, wheat, or petroleum, show the formidable increase of some three hundred per cent, having risen from \$30,950,000 in 1922 to \$116,600,000 in 1927.

There is no doubt whatever of our ability to take care of ourselves even in





The Great Newspaper of the Pacific Northwest

Circulation over 104,000 daily; over 154,000 Sunday

Nationally Represented by VERREE & CONKLIN

New York 285 Madison Ave. Chicago Steger Building Detroit Free Press Building San Francisco Monadnock Building



Because HOSIERY is a genuine inspiration to the sale of more stockings in shoe stores, The McCallum Hosiery Co., Northampton, Mass., is a regular advertiser in this smart monthly section of the Boot and Shoe Recorder.



Chicago New York Philadelphia BOSTON Rochester Cincinnati St. Louis

EASTERN REPRESENTATION

for Publications of Merit

John Schaefer
Publishers' Representative
55 west 42 St.
New York

WHEN Typography of the most exacting nature is required all roads lead to Diamant's shop—and it costs no more!

Diamant

Write for booklet

Typographic Service
195 Lex. Aye. CALedonia 6741

the presence of the most strongly entrenched competitive positions, for there is brisk European competition with every one of these lines. In each case the problem resolves itself into the application of those fundamental virtues which have always been conspicuous factors in the success of American business. A readiness to indulge in widespread, carefully planned advertising campaigns is peculiarly necessary at this time in overseas trade because of the need for demonstrating the special virtues which distinguish the newer types of American goods and services from their rivals. A resourceful readiness to change policies or products, to capitalize any change in a given trade situation, is another outstanding factor in the success of many American enterprises in export. Though we may deprecate our supposedly wasteful productive methods in some lines, we may well take pride in having the highest yunk heaps of cast off machinery and antiquated ideas, in our impatience with the hindering encumbrances of the past. If one could scrape the dust and rust off the machinery of those plants whose managers are bemoaning the lack of business, one would be apt to find that they go back to the long forgotten period of prewar subnormalcy. Many American manufactured exports have been eminently successful and can face European competition in overseas markets with calm assurance not simply because of up-to-date mass production methods, but because of the vital qualities of constant vigilance and resourceful adaptability.

Cigarette Advertising

[CONTINUED FROM PAGE 21]

It rarely bothered to prove or even argue. Mostly it made magnificent statements. After the fashion of a good old poker game, it brought forward one boast to meet another. It stood off one man's claims to unsurpassed quality by another's claims to improve unable popularity

ward one boast to meet another. It stood off one man's claims to unsurpassed quality by another's claims to immeasurable popularity.

All of a sudden it jumped completely over the fence. Not even the flop to friendliness in bankers' advertising was more sudden—or more startling.

more sudden—or more startling.

The effect on the public has been almost instantaneous. Funny papers print jokes about "Mild as Hay" and "The Smith Brothers in Search of an Old Gold Salesman." Popular songs ask, "Who Said Barking Dogs Won't Bite?" And one enterprising citizen has actually gone so far as to incorporate a "Society for Tobacco Improvement of the Voice"

ment of the Voice."

And here is how it came about. Up to a year ago, cigarette-advertising—like most other advertising—was just advertising: a primrose on the river's edge and nothing more. Suddenly Lucky Strike went patent medicine. It dragged in 1100 doctors. It went back half a century to the signed testimonial. But, we opine, it was neither the thousand doctors nor the world's greatest voices, from Joe Humphries down, attributing their success to toasted tobacco that really did the trick. It was the sudden discovery by a tobacco advertiser that the advertisement reader was interested only in himself.

Just as post-war ladies gratefully discovered their legs, so post-war smokers suddenly discovered their

430,242

Average daily and Sunday net paid sale of The New York Times as reported to the Post Office for the six months ended September 30, 1927

An increase of 38,777 copies

over the corresponding six months of 1926.

430,242
391,465
38,777

The present net paid sale of The New York Times daily edition is in excess of 400.000 copies, 45.000 more than last year. Of this gain 81% is in New York City and snbnrbs.

The Sunday net paid sale exceeds 660,000 a gain of 80,000 copies over last year. Of this gain nearly 70% is in New York City and suburbs.

The New York Times is read more thoroughly than any other American newspaper.

The New York Times

All the News That's Fit to Print

F you are selling anything to the Gas Industry, the October 22nd Issue of GAS AGE-RECORD is the best advertising buy available, because

T is the special Post-Convention Issue, containing a detailed report of the events and meetings at the A. G. A. Convention, and therefore . . .

T will be read attentively by gas men, after they have returned home—just at the time when many of them will be deciding on their purchases, and moreover

IT will be kept as a reference, to be consulted throughout the year. Your page in this issue will hold its selling power for 12 months.

Send in your space reservation, before October 15th, to

GAS AGE-RECORD
9 East 38th St. New York

throats. And were, consequently, kindly disposed to any cigarette advertiser who was considerate of them. At any rate, the new sort of advertising hit the old time sales as a dumdum bullet drills the eye of an oncoming elephant.

That Lucky Strikes' achievement was not a fluke but a fundamental, Old Gold soon demonstrated. Phil Lennen's facile and ingenious advertising is done in a spirit exactly opposed to the pompous publicity of a few years ago. But apt as is his "cough in a carload" slogan, and clever as are Briggs' cartoons, the successful element in Old Gold is precisely the same as in Lucky Strikes. The public welcomes the advertiser's recognition that its throat —its cough—is more important than the skill of anybody's blend or the size

of anybody's sales.

One of the most depressing things in the whole field of advertising is the unwillingness of the average advertiser to make sure enough that his own method is right enough to stick through thick or thin. And his willingness—his eagerness—to follow the other fellow. Since Listerine so successfully dug up the scare appeal of Peruna and Dr. Munyon, four out of five advertisers seem to have adopted the Truestory photograph and the breath-of-a-nation copy formula. No doubt eigarettes will creep closer and closer alongside. No doubt we shall soon be hearing that a faithful smoking of Turkish blends made Hoover what he is today, and that no young man can hope to become a Mellon except through a skillful choice of eigarettes.

On the other hand, we find the consolation that all these great fashions in advertising move backward and downward toward the simple fundamentals of human nature. Fortunately for advertising, one more great industry begins to realize that it has no magic force. That advertising, as such, is not necessarily worth the paper it takes to print it.

Just as the nation-wide war against waste was about to begin, one more great industry discards advertising as a trumpet, turns away from advertising as a weapon, and takes up advertising as a tool. A tool of infinite possibilities when wielded by a master

hand, but nevertheless a tool.

National Better Business Bureau Confers

MANAGERS and representatives of more than thirty Better Business Bureaus attended the National Better Business Bureau Conference held in New York recently. James C. Auchincloss, member of the board of governors of the New York Stock Exchange and president of the National Bureau, officially welcomed the delegates, who attended a lunch at the Exchange.

At the business session, the following officers were elected: President, E. L. Greene; vice-president. K. Barnard; secretary-treasurer, W. H. Mulli-

gan

The following were elected to the board of governors: K. Barnard, Detroit; D. Brown, Cleveland; G. Husser, Kansas City, Mo.; R. K. Mount, Portland, Ore.; and D. West, Buffalo.

OUTDOOR ARYESTES

A FURTHER STEP IN CHEESEMAKING

MADE BY THE MAKERS OF "PHILADELPHIA" CREAM CHEESE

Plantation pancakes!
Plantation pancakes!
Acr own recipe

hese Outdoor Displays were placed by the J. Walter Thompson Company

through the

NATIONAL OUTDOOR ADVERTISING BUREAU, INC.

Outdoor Advertising through Your Advertising Agency

erfected iaison

→ in three dominant campaigns

Pancake Flour, Libby's 100 Foods, and Phenix Cheese are conspicuous successes. Unified advertising has been an important factor in making them so. In each case, all copy and media—newspaper, magazine and poster—were carefully correlated to effect the maximum in sales results.

The J. Walter Thompson Company, which prepared the newspaper and magazine copy, also prepared the outdoor advertising.

In addition some 500 other advertisers, large and small, are now placing their outdoor advertising through their advertising

In that way, outdoor advertising becomes an integral part of the general campaign. It reflects the spirit and excellence of the newspaper and magazine copy. It is directed toward the same objectives by the same directing minds.

And as a further advantage, the advertiser receives from plant owners everywhere the very best service obtainable in plant facilities. This includes such important elements as locations, servicing, checking information and dealer cooperation.

If your advertising agents are among the 220 members of the National Outdoor Advertising Bureau, Inc., talk to them about outdoor advertising.

National Outdoor Advertising Bureau

Vew York

Chicago

Detroit

Jane Martin Dies

After a long illness, Jane J. Martin, prominent advertising woman, died on Sept. 21 at Maplewood, N. J. Born in New York, Miss Martin en-

Born in New York, Miss Martin entered business as a stenographer when she was sixteen years old. She was connected in the course of her work with Scott & Bowne, with the Alfred Rose Advertising Agency, with the for-



mer Carpenter & Co., publishers' representatives, whom she served as manager, and finally with Sperry & Hutchinson, for whom over a period of fourteen years she was advertising manager until her retirement a few years ago from active business work.

Miss Martin was a charter member of the New York League of Advertising Women, for two years its secretary-treasurer, for seven years its secretary-treasurer, for seven years its president, and since last year honorary president of the League. In 1919 the advertising women assembled at the New Orleans Advertising Convention conferred upon her a notable honor when they elected her to the office of woman executive member of the executive board of the International Advertising Association. Active among clubs and associations she was at various times connected with the Quota Club of New York, as honorary president; with the Conference Club, with the League of Business and Professional Women, with the State Board of the National Federation of Business and Professional Women, with the City Federation of Women's Clubs, and with the Women's Press Club.

New Tax Imposed by Canadian Government

By a recent action the Canadian Board of Customs has passed down a ruling which changes the status of some forty-nine periodicals of the fiction class, now entering Canada free. Henceforth there will be a duty of 25 per cent, plus four per cent, selection

per cent, plus four per cent sales tax.

Representatives of practically all of the affected publications met on Sept. 12 to discuss the new problem. It was lecided unanimously to increase the sales price in Canada in order to make ap for the new expense and at the same time to announce to readers the leason for the increase.



The men who wear this emblem have climbed high upon the ladder of success

EVERY member of the Shrine is a reader of The Shrine Magazine. The circulation is 607,112 copies monthly. A distribution statement, by states, will be mailed upon request.

THE SHRINE MAGAZINE

1440 Broadway • New York

**Phone: Pennsylvania 7827

CHICAGO

BOSTON





for Sample Copies address

KNIT GOODS PUBLISHING CORP.
93 Worth Street New York City

PRINARO I I DI KAMMITO MARINE MARINE

Men

F I were privileged to take my choice between money and able men (for business purposes) I would unflinehingly and manimously choose men.

An able man can take an almost hopeless cause and win. He makes what he has available serve his purpose.

An unable man will squander millions in futility. More businesses have been wreeked by falling into weak hands than by any other canse.

But, like the absence of golf balls on the wondrous fairways and greens of Hades, the hell of it is that able men are scarce. Believe you me, I know. I've been up against the shortage for

Another very distressing thing about this situation is that there is no reliable way in which to predetermine a man's ability.

It isn't size; it isn't shape; it isn't complexion, and it isn't clothes. It's something hidden away in the skull, out of sight and out of reach, that makes ability.

You can try all the phrenology, soothsaving, abracadabra or what have you, and you'll draw quite as many "fallen arches" as the man who just plunges his hand into the barrel, so to speak, and pulls out the first candidate he touches.

Then, if thou wouldst have thy business grow and thrive, cling to the able men (and women) whom good fortune east into thy company.

Don't let anything - shortsightedness, false economy, politics, jealousy-wean them away from you.

a. R. Maryer. INDUSTRIAL POWER 608 S. Dearborn St. Chicago, Ill.

The stoff of INDUSTRIAL POWER has been built up carefully, soundly. No capable man has ever left us, whom it has been within our ability to keep. This, in large measure, accounts for an unusually swift success.



An Advertising Classic

Says Gridley Adams in a recent issue of Advertising and Selling: "His (John E. Powers') impress upon merchandising and advertising will be felt

for many years to come."
Right! John E. Powers was not only "a most outstanding figure in the advertising world about twenty-five years or so ago," he was the outstanding figure—not in earning power, but in sheer ability, courage and character. I know of no man in the advertising world of today who compares with him.

I came in contact with him only once. For the Brownell Car Co. of St. Louis, he had written a book which bore the title, "The Car Buyer's Helper." I, a youngster of twenty-two, just "edging" into advertising, wrote him for a copy. I had little expectation that my request would be granted. But it was. Not only that, but Powers wrote me a little note in which he made it clear that my name was not unknown to him. The book itself was a marvel. It said comparatively little about the cars which the Brownell company built: it said a great deal about street cars in general. It showed where and how makers of cars cheapened quality. No man could read "The Car Buyer's Helper" without being far better qualified to buy cars than he had been. The "strategy" of the book was superb. Nothing finer in the way of an advertising hand-book has ever been written. Nothing finer could be written. It is a classic.

Lefts and Rights

"The right sleeve is too long," I said to the tailor who was giving my new suit a final fitting.

He measured it. Then he measured the left sleeve. "They're the same length, exactly," he said. And he showed me the tape to prove he was

"Well, then," said I, "my left arm must be longer than my right."

"Probably it is," answered the tailor. "Most people's are. Fact is, I've never run across anyone whose arms are exactly the same length and I've been in this business a good many years.'

Poor—but dishonest. And noisy

Like many another building, the apartment house in which I live was reconstructed during the period of soaring rentals which made life almost unendurable for the New Yorker of moderate means. In the process of reconstruction, the eight room apartments were made into sixes and twos; and the seven room apartments into fours and threes.

The superintendent - New Yorkese for janitor-tells me he has ten times as much trouble with the occupants of these smaller units as with the tenants of the larger ones. Not only are they almost always behind in their rent, which is bad enough, but they "have a party" every once in so often, which is worse. "If hell breaks loose bout two o'clock in the morning," said he, "I know it's them two young wimmin in 3F-'writers,' they call themselvesor that couple in 4D. You people in the fives and sixes never give no trouble. No!"

ls it an advertisement—or what?

Four western railroads have recently opened ground-floor offices on Fifth Avenue. Three of these roads are fairly prosperous; one is not.

What rentals they are paying I do not know. Nor have I the least idea what they paid for furnishings. But my guess is that the sum-total of these items would make a good-sized hole in a hundred thousand dollar bill. The thing that interests me chiefly is: Is any such expenditure justified? That is, will these railroads, as a result of establishing Fifth Avenue offices, gain enough additional business to make the venture a profitable one?

It is worth noting that the three most prosperous western railroadsthe Burlington, Santa Fe and Union Pacific-show no disposition to follow the example which has been set them. But they may-you never can tell what

a railroad will do.

A Little Knowledge

In the window of a fish market on upper Broadway is a car card which reads:

> FISH AND SEA FOOD Recommended by Physicians for its Iodine Content.

Iodine Content! Iodine Content! Does any sane man believe that people will buy fish because of its iodine con-JAMOC. tent?

June 10,1927-

We said:

"... at this writing we are actually delivering well over 1,350,000. We anticipate 1,400,000 the latter months of this year."

Sept. 20, 1927 -

ollier's

-now has a total net paid circulation of more than 1,450,000—an average increase of 22,000 copies a month since January 1.

-now has more than 500,000 newsstand sales.

This assures the 427 advertisers who have already ordered space for 1928 an excess circulation of more than 350,000 copies per issue.

This acceptance and recognition has been established by careful building on the firm basis of a sound and brilliant editorial program.

THE CROWELL PUBLISHING COMPANY

427
ADVERTISERS

are assured 350,000 circulation

MR. AGENCY EXECUTIVE

"I READ IT AT THE OFFICE"

Of course your agency receives it regularly e-o-w, but if you're not the lucky one to get it fresh from the envelope—how long does it take to reach you—if ever?

Enjoy the pleasure of a personal copy, yours to read leisurely from cover to cover.

ADVERTISING and SELLING 9 East 38th St., New York	
Please enter my subscription for one year (26 issues) at \$3.00 and send b	iII.
Name Position	••
Company	••
Address	
City State	
	10.5.21

	RUDURENIARIUM		
PHC	TOST	AT SE	RVICE
	RAPID-E	CONOM	ICAL
_	illes - ENLAR nerce Phot		REDUCTIONS
42 BRO	ADWAY	BO MA	DEN LANE
almonoulaun	ON DESCRIPTION OF THE PROPERTY	though urani	BROWN BROWN BOOK

Jewish Daily Forward, New York

Jewish Daily Forward is the world's largest Jewish daily. A.B.C. circulation equal to combined total circulation of all Jewish newspapers published. A leader in every Jewish community throughout the United States. A Home paper of distinction, A result producer of undisputed merit. Carries the largest volume of local and national advertising. Renders effective merchandising service, Rates on remnest



of each volume an index will be published and mailed to you.

International Advertising Association to Establish Bureau of Research and Education

AT a meeting of the International A Advertising Association at the Bankers Club in New York on Friday, September 23, plans for a five-year program of research in the fields of advertising, marketing and distribution were announced. The meeting was in the form of a luncheon, presided over by Francis H. Sisson, vice-president of the Guaranty Trust Company and treasurer of the International Advertising Association.

Those who addressed the meeting were: C. K. Woodbridge, president of the association and president of the Electric Refrigeration Corporation of Detroit; Walter A. Strong, publisher of the Chicago News and chairman of the association's new Committee on Education and Research, and E. D. Cibb. Acceptable 1988. Gibbs, advertising director of the National Cash Register Company of Dayton, Ohio, and a past president of the association.

The Bureau of Research and Educa-tion will be established in Chicago and will be under the direction of N. W. Barnes, associate professor of marketing of the University of Chicago, and secretary-treasurer of the National Association of Teachers of Marketing and Advertising. The work will be incorporated in the regular program of the association with a budget of \$175,000.

The purpose of the new bureau is to coordinate the research and educational activities of the association's affiliated groups to bring about a better understanding of advertising. The bureau contemplates the formulation of standards for education in advertising, including a statement of mini-mum requirements for teaching advertising, for practicing advertising and for the general use of advertising knowledge in business.

The plan had its inception at the Baltimore meeting of The Advertising Commission of the International Advertising Association in May and in its tentative form was approved by the commission and later by the association at the annual convention in Denver last June. A few days ago, the plan, in specific detail, received the unanimous indorsement of the executive committee of the International Advertising Association at its fall meeting in Chicago. It is subject to the ratification of The Advertising Commission at its November meeting

Mr. Gibbs has accepted the chair-manship of the Committee on Finance Mr. Swartz is vice-chairman of the committee for New York and Homer J. Buckley, president, Buckley-Dement & Company, and president of the Advertising Council of the Chicago Association of Commerce, is vice-chairman for the West; Paul S. Armstrong, of the California Fruit Growers Exchange and president of the Advertising Club of Los Angeles, is vice-chairman for the Pacific Coast.



A. M. Goddard Editor



Mrs. Alice B. Mooers Fancy Work



Cousin Marion (Mrs. Ruby Dunham) Talks With Girls



F. C. Sweeney, M. D. Mother and Baby Dept.

COMFORT'S Editorial folks are inspired with the motive to make every issue more valuable than the last,

For 39 Years COMFORT Has Led Advertisers to Success

Advertising history from COMFORT files of 30 and 40 years ago is interesting.

W. L. Douglas was making rapid strides with his \$3 shoe.

Sapolio with familiar old sayings was shining up to the hearts of the housewife.

Sears Roebuck & Co., with harness and buggy copy was just hitching up to enter the field of a National institution.

Mennen was dusting around with talcum powder—sparring for an opening.

COMFORT was one of the first to prove to these concerns the business-building power of advertising.

COMFORT was the first magazine in the world to have and to hold a million circulation.

COMFORT was the first to elaborate the departmental idea.

With the November issue COMFORT enters its fortieth year a veteran of a long and successful career, better able than ever to carry the message of advertising to the farm and country homes of America.

The seasoned advertiser knows that the so-called buying center is often made so by its country traders as by its local population. They know that

"COUNTRY COVERAGE COUNTS"

Surely a magazine that has grown so steadily for so long a time to such a commanding position in its field has proved through years of serving that it gives value and satisfaction to its readers and that it pays its advertisers.

Coincident with the appearance of the December issue the column width of COMFORT will be changed to meet the standard requirements of 13½ ems.

Two columns width will be $27\frac{7}{2}$ ems, 3 columns $41\frac{1}{2}$ and 4 columns $55\frac{1}{2}$.

CLASSIFIED COLUMNS will also be set 13^{1}_{2} instead of 11^{1}_{2} ems and type size will be increased from 5^{1}_{2} to 6 pt.



JULIUS MATHEWS SPECIAL AGENCY BOSTON—NEW YORK—DETROIT—CHICAGO



Miss Grace Pennock Cooking Department



Adin Baltou League of Cousins



Katherine Booth Pretty Girls' Club



Lena B. Ellingwood Cubby Bear Stories

COMFORT'S Department writers have developed a reader following that is absolutely unique in the magazine world. The

Eastman Marketing Seminar

November 9, 10, and 11

The Engineering Societies Building 29 West 39th Street New York

THIS Seminar will be a three-day study of market research methods, the results obtained, and their practical application to management.

Our purpose is to make available to business executives, in a condensed course of instruction, the accumulated experience of this organization in the conduct of marketing and sales surveys. The Seminar will be conducted by executives of the Eastman organization who have made market research and its application their life work.

Each day will include five study periods, in which subjects will be presented with an abundance of practical illustration. The sixth period will be an open forum for discussion, and the consideration of practical problems presented by those attending. Registration will be limited to executives, department heads, and educators. The group will be restricted to sixty, to insure effective study and intimate discussion.

Details regarding program, terms, and registration, on request.

R·O·EASTMAN, Incorporated

7016 Euclid Avenue Cleveland

113 West 42nd Street New York

National Publishers Association Holds Annual Meeting

REPRESENTATIVES of general, trade, religious and agricultural papers attended the Eighth Annual Meeting of the National Publishers Association held at Shawnee-on-Delaware,

Pa., Sept. 20 and 21.

At the business session, A. D. Mayo, vice-president of the association, and secretary of the Crowell Publishing Company, acted as chairman. Roger W. Allen of the Finance Committee reported on the finances of the association; its general activities during the past year were reviewed by the executive secretary, George C. Lucas.

An analysis of the wage situation in

An analysis of the wage situation in the printing industry in New York City was presented by John Clyde Oswald, managing director of the New York Employing Printers' Association. He stated that the three-year contracts with the Typographical and Pressmen's unions expire Oct. 1 of this year, and that the employing printers had refused to enter into negotiations for renewal of any contracts until the unions had abandoned their demand for the forty-hour week. T. J. Buttikofer of the International Magazine Company called attention to the increasing number of ordinances being passed by municipal authorities restricting the operations of magazine solicitors. Although the Supreme Court had declared such licenses, even if no fee were demanded, unconstitutional and interfering with interstate commerce, nevertheless attempts are being made to enforce them.

The report of the copyright committee was presented by Roger W. Allen, chairman. He was followed by Frederick S. Bigelow, associate editor of the Saturday Evening Post, who gave an analysis of the most important bills presented in Congress last year providing for complete revision of our present

copyright laws.

A. C. Pearson, chairman of the postal committee and chairman of the board of directors of the United Publishers Corporation, reviewed the work done by the association during the past year in an effort to have Congress pass a bill reducing the rates on second class mail to those in effect in 1920.

William I. Denning and William L. Daley, Washington representatives of the National Publishers Association, gave some facts in regard to the attitude of Congressmen and the Post Office Department on the revision of postal rates. The following officers and

directors were elected:

President, A. J. Baldwin, McGraw-Hill Pub. Co., New York; first vicepresident, A. D. Mayo, Crowell Publishing Co., New York; second vicepresident, P. S. Collins, Curtis Publishing Co., Philadelphia; secretary, F. L. Wurzburg, Condé Nast Publications, New York; treasurer, Roger W. Allen, Allen Business Papers, New York.

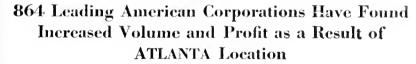
New York; treasurer, Roger W. Allen, Allen Business Papers, New York.
Directors for term expiring 1930: Charles Dana Gibson, Life, New York; Guy L. Harrington, Macfadden Publications, New York; B. A. Mackinnon, Pictorial Review. New York; Malcolm Muir, McGraw-Hill Pub. Co.. New York; Henry W. Newhall, Modern Priscilla, Boston, Mass.; M. C. Robbins, ADVERTISING AND SELLING, New York.

Are You Neglecting Your Opportunities in America's Fastest Growing Market?

A 25 Year Record

1900 to 1926	U. S. Gain	Southeast Gain
True Value All Property	52%	393%
Value Farm Property	178	219
Value Farm Products	220	227
Value Manufactured Products	419	612
Active Cotton Spindles	78	313
Motor Vehicle Reg.	2080	3210





THREE fundamentals are becoming firmly established in the minds of executives directing sales for large American manufacturers.

First: That the South is growing at a much faster rate than the rest of the country as a whole.

Second: The increasing importance of the South as a market, coupled with hand-to-mouth buying, has made necessary a base of supply established at a point offering the best facilities for quick service to this market.

Third: Atlanta is the most logical location for a branch serving the South.

The increasing prosperity of the South is amazing even those who are in close touch with conditions. Behind the authoritative figures shown above is a mighty story of economic progress,

founded upon the inherent ability of a people to develop the immensely rich resources of their section.

Distribution City

From Atlanta fifteen main railroad lines reach 18 million people overnight; 70 million in 24 hours. From Atlanta you can render the quick fillin service which is the keynote of successful merchandising today.

864 National concerns have proved the advantages of branch location in Atlanta. Their decisions to invest millions of dollars in Atlanta were



This booklet giving the fundamenta reasons for the selection of Atlanta as boothern Headquarters by National Concerns, will be gladly sent to interested executives.

based on cold, unbiased facts, careful analysis and comparison. Today they are reaping the reward,—increased volume and profit.

One or more of your competitors are already here. Isn't it time for you to investigate the opportunities that Atlanta offers in your plan of merchandising?

The Atlanta Industrial Bureau is prepared to render you complete information upon market, labor conditions, raw materials, taxes, building costs and other factors of economy entering into your Southern production and distribution plans.

Many manufacturers owe their present volume of Southern business to the authentic information furnished by the Atlanta Industrial Bureau. We can be of equal service to you. Your correspondence will be held in strictest confidence. Write today.

INDUSTRIAL BUREAU
165 Chamber of Commerce



Ask your Banker for advice.

Tell other Bankers about your company and its products so they will advise correctly.

g

100,000 Bank Officers in 21,000 banks read the American Bankers Association Journal.

3

American Bankers Association Journal

Edited by James E. Clark

110 East 42nd St., New York City

Advertising Managers

ALDEN B. BAXTER, 110 East 42nd St., New York City.

CHARLES H. RAVELL, 332 S. La Salle St., Chicago, Ill.

STANLEY IKERD, 129 W. 2nd St., Los Angeles

(MEMBER A.B.C.)

To Scare Or Not to Scare?

[CONTINUED FROM PAGE 40]

say frankly that no one likes to think of death. (And isn't it simple and strong to say "death" once in a while instead of using vaguely veiled reterences to mortality?) They admit that it's an unpleasant thought—and in the same breath they dismiss it in an outhand way, but not until it has paused long enough in the reader's mind to make a sober impression in the middle of the rosy clouds of a story about an independent future. They are doing it in excellent taste. And the matter of taste is probably the turning point on which the whole controversy about scare copy rotates.

THE scare copy of other days was wisely abandoned, because it was horrible stuff. It smacked strongly of the old brimstone-hellfire revival meetings when the unregenerate were given a strong foretaste of sulphurous wrath when the unregenerate were given a strong foretaste of sulphurous wrath to come and were fumigated into repentance while yet there was time.

Of course such crude methods would be distasteful today, but no one can be offended at being made to think Every reader of national magazines remembers a life insurance advertisement a while ago that showed a little girl sitting on the floor, pointing to a magazine in her lap and asking her father what "lapse" means. Could the average father in moderate circumstances read that advertisement without taking serious counsel with himself? Could he picture himself ex-plaining what "lapse" meant, with all the corollary explanation of what life insurance is and does, without feeling uncomfortable if he knew his own life insurance was inadequate? I, for one, have long wanted to give three cheers for the Prudential Life Insurance Company for so vividly presenting the true essence of life insurance in such un-forgettable pictures. The little boy selling papers in a winter twilight—
"His_father let his life insurance lapse." The little chap in the orphan home, timidly twisting his cap and telling the visitors—"They said father let his life insurance lapse." Does that get under your skin, or doesn't it?

If you are the average man, with no independent means for your family to fall back on, which appeal would be more likely to jolt you into action: The rather hazily pleasant mental pic-ture of your son bucking the line for a touchdown eighteen years from now -going to college because you took out an educational policy when he was three—or the torturing thought that on his fourteenth birthday, perhaps, that stinging picture in the Prudential advertisement might be a portrait to the life of your boy? Of course you want your son to go to college. And you admit the excellent features of a plan that will assure his education. But the sharp prod of urgency isn't provided in telling you all these fine things. You expect to prosper, and persistently you put the thought of death out of your mind. The thing that will make you wake up to action and shake off the state of placid inactive acquiescence, is

the cold chill of the thought that perhaps day after tomorrow the shrouded ngure with the seissors will have forever taken away your opportunity to do for your boy by clipping your silver cord.

In the field of casualty insurance, a good hair-raising scare is often the only appeal that will get across. In selling automobile public liability insurance, for example, you encounter a situation in which plain logic is powerless. The man who could be moved by logic has already moved himself. He wouldn't drive a mile without plenty of insurance, and he doesn't take his car from the dealer's hands until all that has been attended to. The man who probably needs the insurance most finds it hard work to make ends meet without paying out twenty-five dollars or thirty dollars for an intangible life insurance. He will agree that the insurance is a good thing. But when it stacks up against realities like tires, oil, gas, windshield wipers and general upkeep, the competition is too stiff. It is going to take a hair-raising jolt to make him choose to pay for insurance instead of a spare tire, perhaps.

HE folder illustrated in this article is something of an experiment in putting the case-hardened prospect behind the wheel of an automobile which is running down a pedestrian. It por-trays the fear-distorted image of the victim-to be as it blurs before the brain of the driver at the instant when calamity is inevitable. The copy inside is intended to carry out the thought of breathless, disjointed terror at "that paralyzing moment." This particular scare folder had the virtue of being either well liked or cordially detested. There was no middle ground. The reactions of different classes of people to whom it was shown bear out pretty well the premise that scare appeal is all bosh to the man who buys from the standpoint of reason—but that it does the trick for the man who won't listen The substantial citizens who to logic. consider liability insurance as necessary as tires regarded the folder as being frankly pretty rotten. Yet in the field, where it is given to the man for whom it is intended, it apparently is ringing the bell, for it is now in its third large edition after seven months of circulation.

Casualty companies who write industrial insurance generally issue bulletins to post in factories in an effort to lessen industrial accidents. Some of these bulletins would mortally offend the sensitive spirit of the white collared critic who lives and works far from the sweaty atmosphere of steam hammers and bull ladles slopping molten steel. Such bulletins are honestly out to scare careless workers into being careful. A very unlovely safety poster comes to mind on this subject. It is a photograph of one Joe Plasikowski's right hand, showing the wages of neglect in the matter of ignoring a steel sliver in his finger. The hand looks tartlingly like several sweet potatoes bunched together, and it constitutes an excellent reminder to Wladislaw Bom-

bolitski to go to the shop doctor and see bolitski to go to the shop doctor and see about the sliver in his own thumb. Revolting? Oh, very! It violates all rules of polite good taste. But taste is relative, and if that ghastly picture saves Mr. Bombolitski's hand, it is in very good taste indeed. It's another case of knowing who's got to be scared, and how to scare him. and how to scare him.

NO discussion of scare copy in in-surance would be complete without mention of that grand old bugaboo of mention of that grand old bugaboo of them all, the Hartford Fire Hellion. Ralph McKinley pigeon-holed him very neatly in the caption of his recent ar-ticle in Advertising & Selling—"He's Good Because He's Bad." Ghoulish as is the Hellion, is he really out to scare is the Hellion, is he really out to scare us? Doesn't he rather inspire the sober thought that is the chief end of all good scare copy? I've never been covered with gooseflesh after seeing that black-and-red spook planking foot down on the unprotected roof of a house. But fire is an ever-present menace, and the Hellion keeps it always in mind. He is spectacular and unforin mind. He is spectacular and unforgettable. He gets us to read the copy underneath, which isn't an hysterical fear-message, but simple facts simply stated.

Aside from the Hellion's value as a scarecrow, I wonder if he isn't worth more purely as an outstanding trade character, symbolic of the basic job of fire insurance. If I were to go into an insurance agency to buy fire insurance, Insurance agency to buy hre insurance, I don't think my acceptance of a Hartford Fire policy would be the result of any panic, or of any very serious thought of the consequences of fire. When the agent offered me a Hartford policy, the accumulated impressions made by the Hellion would all click together, and the Hartford Fire, as an old accumulations through yours of consist gether, and the Hartford Fire, as an old acquaintance through years of consistent repetition of the Hellion, would be the easiest thing to accept. If I reasoned it out, I should probably say "The others are all good, I suppose—but I know the Hartford." Just because the Hellion wouldn't let me forget the Hartford.

Probably most of the outgries are interested.

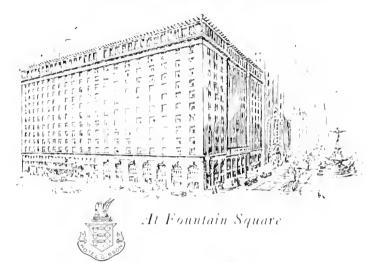
Probably most of the outcries against scare copy in any kind of advertising scare copy in any kind of advertising have been revulsions against bad taste employed in the scaring. Mere rattling of skeletons may be repugnant, or may simply evoke the raucous laugh. Neither of which reactions leads to the merry jingle of the cash register. The Prudential copy, to me, is the quintessence of scare copy; scare copy with the fine Italian touch of the Borgias, because it makes the reader scare himself. The "paralyzing moment" folder and the infected hand poster are out and out bugaboos, directed at people who won't listen to anything else but the eeric screech of a banshee.

the eeric screech of a banshee.

It seems to me that the foregoing paragraph is the answer to the question of whether scare copy is proper and effective in advertising insurance. It is easy enough to dismiss it with the statement that scare copy is all wrong. statement that scare copy is all wrong. In a sense, all insurance copy is essentially scare advertising, varying only in its flavor and intensity. You can't talk safety without having a state of danger from which to be free. With human nature what it is, I can't escape the notion that the direct presentation of the ailment ought to make the back background for the same the best background for the cure, provided the proper degree of finesse is employed in mixing the ingredients.

CINCINNATI

Overnight from nearly all cities



HOTEL GIBSON

1,000 ROOMS

\$2.50 Up

America's Logical Convention Headquarters

2 Mammoth Ball Rooms Seating Over 1000 Each

20,000 sq. ft. Foyer Space for Displays Accommodations for more than 2500 guests

WRITE FOR BOOKLET

RALPH HITZ, Manager

HENRY FORD Says-

is going somewhere alway attracts the right kind of employe."

I Want a Job

with a congenial and progressive organization "going somewhere." I cannot offer the "atmosphere" and "prestige" of a mec-sounding title or a large salary. However, I can offer you ability, intelligence, integrity and willingness to work and grow with the growth of the business. I can offer you broad and very varied experience in advertising, publishing and sales-promotion work in Chicago, New York, and in traveling the Eastern States.

It have written a great amount of copy; sold merchandise to the trade and to consumers; sold advertising space in magazines, newspapers, tarm and trade journals; created and managed an advertising service department for a group of trade journals.

Any employer interested in What I Knote more than Who I Knote and who will be willing to give me an opportunity to work and prove my worth to his business is invited to write me a brief outline of the job for which he needs an efficient and dependable man. It does not have to be strictly advertising work. Any job requiring commonsense and all-round business experience in a small or medium-size (but growing) concern will interest me.

It am an American. Gentile. Single, Active and in good health. Right in the prime of life and willing to start it a modest salary.

Address: Box No. 484, Advertising and Selling, 9 East 38th St., New York City.

T is all very well to be a highly regarded voice in farm affairs for 87 years—a paper that for almost a century has been welcomed in famous Southern manor houses—but we hold it equally as important to be indispensable to those younger spirits that are writing new pages in our agricultural history.

One subscriber writes us that he would not be without it for \$150.00 a year.

Another writes, "I started farming eighteen years ago on a rented farm, one horse, two eows, and today I have 568 acres, 75 head eows and heifers and it is all paid for. I have been a constant reader of the Southern Planter all this time and wish to give it due credit for my success."

There's a more important term than even "reader interest"—it's "reader friendship" which the Southern Planter evidently has. It means that your advertising is hospitably received in over 200,000 homes in Virginia and her neighbor states. The Southern Planter, Richmond, Va. Established 1840.



Advertising Appropriations

[CONTINUED FROM PAGE 22]

jective set, the next step is to determine the kind and amount of advertising needed to do the job. Where the manufacturer has an advertising department this is their job. Drawing up the plan is also the special province of the advertising agency, trained and experienced in just this work. The plan should be built on a basis of departments, industries, or products. It should be complete in all major detail involving expense, before the final cost is figured. The blanket total obtained, with all legitimate overhead and preparation costs figured in, is the appropriation.

With these considerations, the inadequacy of the "percentage of sales" method should be apparent. Advertising requirements for different products, for different departments, or for different markets rarely correspond to set percentages, due to unusual expenses necessary to launch new products, to support weak products, to overcome special re-

sistances, and so on.

The use of percentage figures for guidance or check is perfectly justifiable, so long as the objective and the advertising requirements are clearly pictured. The advertiser should be careful, however, that his percentage figures are reliable. The figures given by groups of advertisers are often not comparable, due to the fact that no two organizations are quite alike, due to the variation in factors which affect the sales plan, and due to the wide divergence of items included by advertisers in their advertising appropriations.

Caution should always be observed that the advertiser knows just what is included in the figures that he uses. In referring to percentage figures given by groups of advertisers, these figures should be regarded as minimum, due to the fact that the majority of advertisers appropriate much less for advertising than they actually need.

tising than they actually need.

As previously mentioned, appropriating for specific objectives has profound advantages. It forces the advertiser to set an objective, it forces him to make a complete plan at the start, and it enables him to weigh his plan intelligently in relation to its cost. These advantages are being recognized more clearly every day by progressive manufacturers.

Principle 3. If Necessary to Trim the Appropriation. Trim the Objective First

Sometimes advertisers follow sound business methods in every business function, except their advertising. Here they seriously reduce the efficiency of their money by playing with theories or rule-of-thumb methods instead of following commonsense principles and sound methods.

If the advertising plan to reach a cer-

tain sales objective has been properly drawn up at first, no piece of it can be subtracted without correspondingly reducing the likelihood of reaching that objective. When the appropriation adds up to a larger figure than the advertiser should rightly use from his working funds, it simply means that his objective has been set too high for that year. Obviously he cannot thin out the advertising effort and still expect to reach the same objective—not until advertising goes into performing miracles. The common sense move is to go back and set a practical objective that can actually be accomplished with the funds available. Sometimes an objective cannot be modified at all and still remain practical, in which case it should be postponed altogether until sufficient funds accumulate to do it right.

Principle 4. Budget the Appropriation

The application of budget control to advertising funds is widely used, especially among the larger advertisers. It should be used by all advertisers. In addition to providing a written plan for income and outgo, it settles without argument the frequent questions of how to charge different advertising expenditures so as to reflect true results from efforts on each product or department. If seriously undertaken, it will protect the advertising account from being what it sometimes becomes, a dump for hundreds of miscellaneous items.

The budget can be prepared along with the process of setting the objective and drawing up the plan to get the final appropriation figure. Where a number of sales departments exist, each department should have its own objective, plan, appropriation, and in many cases its own budget. In addition to being divided by departments, the budget is also often divided according to products or markets.

Where the advertising for all departments, products or markets is handled as one campaign, each charge on the budget should be carefully thought out o avoid confusing charges between departments which would lead to false result and profit figures at the end of the year. In some companies each product group has its own campaign, separately drawn up, handled, and budgeted.

For the sake of simple business efficiency, as well as faith in the advertising work, the budget which has been carefully drawn, should be conscientiously adhered to. Increasing the expenditure over budgeted amounts should be surrounded with certain fixed formalities, such as requiring the department manager, advertising manager, or advertising agency, to present a "Request for Additional Appropriation," in which the reasons and purposes must

be fully stated in order to secure ap-

Principle 5. Plan the Appropriation as Far as Possible on Long-Term **Objectives**

Long-term thinking has probably always existed in business, but actual long-term planning is more recent. It is now gaining wider acceptance in advertising work, as reflected in the fact that more companies every year are appropriating on a basis of several years, in some cases five years or more.

Sales executives agree that many a hard sales and advertising job cannot possibly be put over in a single year. Once a long-term objective is set and planned for, it is wisest to set the appropriation on the same basis. If the executive is able to get his appropria-tion regularly every twelve months no harm is done by having it on this basis. It may also be advisable for fiscal reasons. But if there is danger of the appropriation being curtailed in the second or third year, the original objective and plan may easily be upset. Obviously every long-term plan or appropriation should provide for common appropriation should provide for common appropriation should provide for common appropriation should provide for common appropriation should provide for common approximations. sense flexibility and modification as changing conditions may demand or as progress may require. Wider adoption of long-term planning in advertising work will help industrial advertising to do its real work effectively and efficiently.

Principle 6. Budget a Reserve for Contingencies

Of course, the main argument for a reserve fund is that the advertiser should have something on hand to take care of emergencies or special oppor-tunities that cannot be predicted and provided for when the original budget is drawn. The nature of these contingencies will vary somewhat in different types of company, but the following are apt to occur:

1. Necessity for bolstering weak spots, territorially, by products, or by markets.
2. Necessity for meeting unforeseen strategic moves by competitors.
3. To bring out new products. This is not so common as other contingencies, since new product campaigns are usually planned well in advance.
4. Rise in advertising cost: unforeseen advances in printing and engraving costs, etc.

etc.
5. Faulty advance accounting, a lament-able but occasional contingency causing original figures to be exceeded.
6. Special drives not planned in advance. Reserves are often made for this purpos-alone, so that the advertiser can selze opportunities for unusual results or can put extra pressure in certain quarters as oc-casion arises

extra pressure in certain quarters as occasion arises.

7. Necessity to change advertising plans at increased cost. This should not happen, but must be provided for when it occurs as a real necessity.

Whether or not to maintain a reserve fund seem to be controversial among advertisers. The school opposed to any kind of reserve either recognizes no emergencies, or feels that a reserve is a temptation to spend money wastefully. One advertiser says "we decide the appropriation scientifically and then follow an undeviating policy. In this way we avoid temptations to go off on appealing tangents." Another puts it, "by adhering strictly to original plans, we are now inclined to fall for new ideas which may have advertising merit but do not fit into our plans." This but do not fit into our plans."

OPENINGS ADVERTISING SALESMEN

The Public Ledger of Philadelphia has openings for salesmen of advertising space, which offer opportunity for men of ability and the right habits of thought.

These men need not be salesmen with years of experience and long records. In fact, younger men are more desired.

We are adding to our present organization, men who can learn the modern way of selling newspaper advertising space by being of service to the advertiser-

- 1. In presenting facts in relation to his business
- 2. In offering sound advice regarding the market, and
- 3. The best way to develop sales in that market

Young men from 25 to 35 years of age, having had a college education or technical merchandising or marketing education of some sort, and a year or two of experience in advertising agency work, or newspaper space selling, or in merchandising, or in actual wholesale merchandise selling, or experience as factory salesmen, could qualify.

Apply by letter, giving an outline of your qualifications, as you see them, paralleling our requirements.

> I. R. PARSONS Advertising Director

PUBLIC LEDGER PHILADELPHIA

SELLING YOUR SERVICES?

9000 POTENTIAL **BUYERS**

IN

THE MARKET PLACE

LAUNDRIES

Use tremendous quantities of steam plant, electrical, office, automobile delivery and other equipment.

Over \$4,000,000 is being raised to advertise and sell the laundries to the public.

The Laundry Business Will Be Dou-bled in Less Than Four Years' Time!

There is an opportunity for everyone whose product or services can be used by power laundries.

The Starchroom Laundry Journal—monthly trade journal—over 200 pages, covers this industry. For copy, rates, etc., address

The Starchroom Publishing Co. 421 Commercial Square, Cincinnati, Ohio



ROCHESTER, N. Y.

has a German-speaking population of

47,282

according to the 1920 U. S. Census. There are

74,719 GERMANS

within the 40-mile radius of Rochester

Rochester has also received a big share of the 260,000 Germans, Austrians, Czechoslovakians and Swiss who have come to the U. S. since 1923,

ROCHESTER'S GERMAN DAILY

ABENDPOST

L. KLEBAHN
12 East 41st St.
New York
Eastern Adv. Rep.

Franklin A. Wales 140 S. Dearborn St. Chicago Western Adv. Rep.

Oral Hygiene goes every place



The circulation that goes all the way... reaches every dentist whose name can be secured... East and West, North and South... Oral Hygiene goes every place, not just some places.

ORAL HYGIENE

Every Dentist Every Month 1116 Wolfendale Street, N. S.

PITTSBURGH, PA.

CHICAGO: W. B. Conant, Peoples Gas Bldg., Harrison 8448. NEW YORK: Stuart M. Stanley, 62 West 45th St., Vanderbilt 3758. ST. LOUIS: A. D. McKinney, Syndicate Trust Bldg., Olive 43. SAN FRANCISCO: Roger A. Johnstone, 155 Mont gomery St., Kearny 8086. school seems to feel that judgment is excellent when making the original plan but that it can't be trusted afterwards. Obviously, to administer advertising funds at all, the sales or advertising executives must be able, most of the time at least, to recognize an emergency, or to tell a real opportunity from a temptation.

Other advertisers prefer to meet emergencies by appropriating new funds. This method amounts virtually to maintaining a reserve, and is generally used where the appropriation is

not actually budgeted.

The majority of advertisers acknowledge occasional emergencies and provide in some way for them. As a matter of principle it seems best to call a reserve a reserve. Budget it as such, over and above the cost of the basic advertising plan, and meet all emergencies out of it, not of funds planned for other effort. The reserve can be amply protected by making certain formalities and checks necessary before it can be used.

Book Publishers Consolidate

A NNOUNCEMENT has been made of a merger between Doubleday, Page & Company and the George H. Doran Company, with a total capitalization of between \$5,000,000 and \$6,000,000. The Doran company will contribute to the capitalization approximately \$1,-250,000; Doubleday, Page & Company, which a few years ago absorbed the London firm of William Heinemann, Limited, will contribute the balance of the capitalization and one-half of the 2000 active titles.

Until Jan. 1, 1928, when the consolidation will become effective through an exchange of stock certificates and by a joint directorate, the two houses will be operated as at present, as separate units. From that date on the company will be conducted: in America, as Doubleday, Doran & Company, Incorporated; in Great Britain, as William Heinemann, Limited. The executive offices will be at Garden City, Long Island, N. Y., 244 Madison Avenue, New York, N. Y., and 99 Great Russel Street, London. The publishing plants will be at Garden City, Long Island, N. Y., and at Kingswood, Surrey, England.

The following magazines are published.

The following magazines are published by Doubleday, Page & Co.: World's Work, Country Life, Garden and Home Builder, Radio Broadcast, American Sketch, Short Stories, Frontier Stories, West Weckly, Educational Review, el Echo, Spain, and Le Petit Journal, France.

The companies and subsidiaries included in the merger are, in America: Doubleday, Page & Company, George H. Doran Company, Nelson Doubleday, Inc., Garden City Publishing Company, and Doubleday, Page Book Shops, Inc.; in England: William Heinemann, Limited; The World's Work, Limited; and William Heinemann (Medical Books), Limited

The directors of the corporation will be: F. N. Doubleday, George H. Doran, John J. Hessian, Stanley M. Rinehart, Jr., John Farrar, Harry E. Maule, Donald McDonald, Theodore Byard, Nelson Doubleday, S. A. Everitt, Russell Doubleday, W. J. Neal, Reginald T. Townsend, W. H. Eaton, C. S. Evans, Henry L. Jones.



"The Red Book"

The Standard Advertising Register aims to furnish

Accurate and Timely Information about National Advertisers and Agencies

IT HITS THE MARK

Its Listings are the Most Complete, Best Planned, and most Accurate of any Service

Put the Register in Your Reference Library

Publishers, Ageucies and all serving National Advertisers

Can Use the Register to Create Business

National Register Pub. Co.

R. W. Ferrel, Manager





ROTOGRAVURE Prints Perfect Pictures - the Universal Language



Top coats or furniture, radio or mufflers, rotogravure pictures them accurately. (The rotogravure representative of your newspaper can give you very interest-ing facts about the pulling power of his rotogravure section and what it will do to increase your sales.

- *Albany Knickerbocker Press
- *Atlanta Constitution
- *Atlanta Journal
- *Baltimore Sun
- *Birmingham News
- *Boston Herald
- *Boston Traveler
- *Buffalo Courier Express
- *Buffalo Sunday Times Chicago Daily News
- *Chicago Jewish Daily Forward
- *Chicago Sunday Tribune
- *Cincinnati Enquirer
- *Cleveland News
- *Cleveland Plain Dealer
- *Denver Rocky Mountain News
- *Des Moines Sunday Register
- *Detroit Free Press
- *Detroit News
- *Fort Wayne News-Sentinel
- *Fresno Bee
- *Habana, Cuba, Diario De La Marina
- *Hartford Courant
- *Houston Chronicle
- *Houston Post-Dispatch
- *Indianapolis Sunday Star
- *Kansas City Journal Post
- *Kansas City Star
- *Long Beach, Calif., Press Telegram

- *Los Angeles Sunday Times
- *Louisville Courier Journal
- *Louisville Sunday Herald Post
- Memphis Commercial Appeal
- Mexico City, El Excelsior *Mexico City, El Universal
- *Miami Daily News
- *Milwaukee Journal
- *Minneapolis Journal
- *Minneapolis Tribune *Montreal La Patrie
- Montreal La Presse
- *Montreal Standard *Nashville Banner
- *Newark Sunday Call
- *New Bedford Sunday
- Standard *New Orleans Times Picayune
- New York Bollettino Della Sera
- *New York Corriere D'America
- *New York Evening Graphic
- *New York Jewish Daily Forward
- *New York Morning Telegraph
- New York Il Progresso Italo Americano
- *New York Evening Post
- New York Herald Tribune
- *New York Times

- *New York Sunday News
- *New York World
- *Omaha Sunday Bee
- *Peoria Journal Transcript
- *Peoria Star
- *Philadelphia L'Opinione
- *Philadelphia Inquirer
- *Philadelphia Public Ledger & North American
- *Providence Sunday Journal
- *Richmond, Va., Times-Dispatch
- *Rochester Democrat Chronicle
- *St. Louis Globe-Democrat
- *St. Louis Post Dispatch
- *St. Paul Daily News
- *St. Paul Sunday Pioneer Press
- *San Francisco Chronicle
- *Seattle Daily Times
- *South Bend News Times
- *Springfield, Mass., Union-Republican
- *Syracuse Herald
- *Syracuse Post Standard
- *Toledo Sunday Times
- *Toronto Star Weekly
- *Washington Post
- *Washington Sunday Star
- *Waterbury Sunday Republican
- *Wichita Sunday Eagle
- *Youngstown, O. Vindicator

Reg U S ROTOPLATE Pat Off

the perfect paper for rotogravure printing is supplied by Kimberly-Clark Company to above papers marked with a star

Kimberly-Clark (ompany

Neenah, Wis.

NEW YORK 51 Chambers Street

CHICAGO 208 S. La Salle Street

LOS ANGELES 716 Sun Finance Building



Marketing by Zones

[CONTINUED FROM PAGE 25]

ment:

"When we sat down and figured what the magazine advertising would cost we did not have money enough!

"Impatient to grow quickly, they all are." These are the words of a well-known banker. "They see in national advertising one means to fast expansion. Then, when they are advised by publishers of the uselessness of 'spurt advertising' and realize that a campaign would eat up their entire capital in one year, they rush to the other extreme of opinion that 'I'll have to wait 'till I'm big enough to stand the pace.'

Thanks, however, to the newspapers, another set of advertising solicitation has come into the field. All the vagueness of national copy vanishes when the struggling manufacturer is told:

"All newspaper advertising must in final analysis be local advertising, designed to sell merchandise or service to individual readers of the paper. Newspaper copy does not vaguely build good-will. The ad in the paper today usually produces sales tomorrow.'

THE smokestack, unable to finance and unprepared to benefit from a national campaign, can yet do a zone job near at home. And by extending its efforts to other zones as it achieves its initial objectives, eventually will be able to sell and advertise nationally.

Zone marketing is, actually, the history of marketing. Gradual growth outwards into farther and farther centers was the only possible method in all the decades before advertising enabled us to speed up all distribution. In our plunge into nation-wide conceptions it is easy to overlook the unnumbered concerns which must still follow the slow process of growth from within. In our tribute to outstanding successes through bold and costly national advertising, we lose sight of all the others who have tried and failed. Equally do we miss recalling to mind all the grief and financial losses buried in the history of good products, rightly devised but wrongly marketed, with bankruptcy and reorganizations as steps in the final success—steps which usually squeeze out the original geniuses and transfer ownership to hands more practical though less inventive.

Zone marketing is one of the advantages of the newspaper. Only the local medium can parallel printed selling with the shoe leather of a district sales

These statements are obvious to any publisher or agency-so obvious, in fact, that they fail to see that others do not know them at all. To the local department store and local retailer, these truths are known; to the user of classified_space they are likewise familiar. But to the harassed manufacturer, wishing to advertise but alarmed at the risks, these facts are, somehow, so obvious that they have been overlooked to large measure. Lest this be misinterpreted, we hasten to add that this ignorance applies to the non-advertising manufacturer who sees no

from the statement of the manage- other choice than the alternative between costly national campaigns and nothing at all, implicating ignorance to the many who already follow zone marketing.

> Zone marketing, with parallel local advertising, is the golden opportunity for the manufacturer who thinks himself too small to advertise, for those who want to grow, as also for the one whose distribution is less than national or whose product fits the requirements of but part of the country. Not only is the opportunity given; zone marketing is the common-sense procedure. Many manufacturers, as is well known, though leaders in their field, yet prefer the lower selling and advertising costs of concentrated markets over the more scattered national market. Of this class are Calumet in baking powders, Holland in furnaces, Maytag in washing machines, Standard Oil in lubricants and motor fuels-each doing, probably. the largest volume of its class in the

> PROGRESSIVE lumber yard and PROGRESSIVE runner ,... sawmill company, enjoying highly favoring freight rates, for three years studied a venture into "ready-cut homes." For a radius of 1000-1200 miles they could discern a distinct advantage over the Bay City makersthe more favorable freight offsetting their higher production costs. Throughout those three years, every ingenuity they could muster was directed on plans to cut costs to a point where they could compete in the market, it being their intention to "lick Bay City off the map." Better counsel, however, prevailed. They are, instead, concentrating their sales efforts to a radius of one-fifth of the 1000 miles, supported by parallel advertising, with the result that volume of sales is already three times their fondest antici-

> An Ohio maker of office wire baskets died suddenly ten or twelve years ago. His business fell into the hands of a brother. Quickly the brother discovered that what had been the boast of the owner was a great danger. He had been selling in carload lots to three Detroit concerns and two New York department stores. Further than these five, the humming factory had not a sales connection. Death of the owner had been hastened, as it proved, by the threat of losing the Ford account, which was the largest outlet; and this did eventuate shortly after the change in management. Forty per cent of the market disappeared with the loss of

> that customer.
>
> All selling had been done by the former owner in person and the brother was no salesman. Sound advice, nevertheless, saved the situation. Again it was a case of the obvious thing which had been overlooked.

> With a dozen years of successful manufacturing behind it that smokestack had never cultivated the market right at home. The goods had always gone in carloads to distant buyers. Not a retailer in the home city had ever

WANTED:

Newspaper Promotion Manager

The Business Manager of the leading and dominate newspaper in a medium-sized, highly prosperous western city has asked us to suggest the name of a suitable promotion manager.

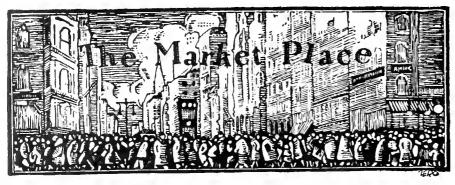
This paper is looking for a young man about twenty-five years of age who can write good copy about a newspaper and its market; a young man whose mind naturally runs to practical and alert ways of building circulation through the printed word; of continually selling the editorial contact and the features to its readers; a young man who can translate the market opportunities through the printed word to local, national and classified adver-

The man selected will probably have had similar newspaper or agency experience. He will be bright, intelligent and a fundamental thinker. He will not only be able to quickly pick up and improve on suggested ideas, but he will constantly be offering ideas of his own.

This position offers an unusual opportunity because the paper, though comparatively young, is substantially entrenched in one of the country's best junior mar-The only limit to future growth and opportunity is the ability of the man. The initial salary will be \$60.00 a week.

Please write a letter, fully setting forth the reasons why you believe you are fitted for this opportunity. State previous experience and give references. All correspondence will be held in the strictest confidence.

JUSTIN F. BARBOUR Western Manager Advertising & Selling 122 So. Michigan Ave. Chicago, Illinois



Rate for advertisements inserted in this department is \$3.00 per inch.
Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Help Wanted

SALES EXECUTIVE

Thoroughly experienced in handling salesmen and sales promotion—familiar with Sales Department routine and a good correspondent with constructive ideas, is open for connection with a reliable firm. Has had wide experience in han-dling sales of several national advertisers and can supply convincing references. Address Box No. 483, Advertising and Selling, 9 East 38th St., New York City

ASSOCIATE EDITOR for monthly magazine going to producers and users of printing for sales purposes. Must have had experience in preparing and selling campaigns of printed matter and understand the printers problems. Editorial experience essential. State age, background and starting salary needed. J. C. ASPLEY, DART-NELL CORPORATION. 4600 Ravenswood NELL COR Ave., Chicago.

SPECIALTY SALESMEN WANTED

One of the oldest and best established manufacturers of decalcomanias and transparencies has some very rich territory just now open for the right type of specialty or sign salesmen. If you are the type of man to sell quality products strictly on their merits regardless of price, we will support you with price schedules that will make sales doubly sure. Such territories as Boston, Philadelphia, Cincinnati, Kansas City, Omaha, Mimicapolis or St. Paul, Deniver, Dallas, New Orleans, Louisville and Richmond are open—but not for long. If you measure up write promptly, giving full details in your first letter. Address Box 485, Advertising and Selling. 9 East 38th Street, New York City.

Position Wanted

A MAN

A man whose work has attracted attention in his industry and who is now doing important work for a large corporation.

A man who can plan, write and layout your advertising the way you want it done.

A man who can put your ideas and your thoughts into result producing advertising campaigns.

A man whose experience will save your money on art work and production.

A man whose selling, engineering and advertising experience of fifteen years qualifies him for the position of advertising manager (probably for some industrial advertiser), or copy writer for some agency.

If this man interests you let him tell you his story. He is thirty-five years old, married, and his hobbies are gardening, birds and writing

Address Box 480, Advertising and Selling, 9 East 38th Street, New York City.

Positions Wanted

ADVERTISING — MERCHANDISING SALES PROMOTION — SELLING

Advertising executive—age 29—experienced all phases advertising—merchandising—sales promophases advertising—merchandising—sales promotion—sales management—desires association with

tion—sales management—desires association with national advertiser.

Worked with retailer, jobber and their sales organizations. Now advertising and assistant sales manager of prominent manufacturer with factory chain stores and national distribution.

Has university education, fundamental business background, ability to produce results and sufficient energy and perspective to plan and completely execute successful retail and national sales and advertising campaigns.

Present earnings \$5,700.00.
Address Box No. 481, Advertising and Selling, 9 East 38th Street, New York City.

ES AND ADV. EXECUTIVE WI THE FOLLOWING EXPERIENCE IS AVAILABLE WITH

10 years as advertising and sales promotion man with a large manufacturing company.

11 months in the Publicity Division of the U. S. Marine Corps. 7 years in newspaper editorial and advertising work.

This man has developed and conducted a successful statewide advertising and sales promotion campaign for an organization of retailers.

He has also taken over the salesmanship of a

and which was losing money four years ago and which today is the hest paying laundry property in its territory and one of the outstanding laundries in the country.

Rox No. 482, Advertising and Selling, 9 East 38th Street, New York City.

Press Clippings

FRANK G. WHISTON AND ASSOCIATES

offer reliable National or regional press clipping Branch offices Everywhere. service. offices, One Terrace, Buffalo, N. Y

Stationery and Printing

STATIONERY AND PRINTING

Save money on Stationery, Printing and Office Supplies. Tell us your requirements and we will be pleased to quote lowest prices. Champion Stationery and Printing Co., 125 Church Street, New York City, Phone Barclay 1295.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC. 120 W. 42nd St., New York City Telephone Wis. 5483

TORONTO

HAMILTON

J. J. GIBBONS Limited, Advertising Agents MONTREAL

LONDON, ENG.

WINNIPEG

stocked, much less displayed, the product. But, now tactics were altered. The local newspaper (community of 15,000) was used to tell neighbors of the product, parallelled with persuading local merchants to stock the line. after some ten years, zoning has gone on progressively out over Ohio. Even today, however, less than 24 Ohio counties have been cultivated; but the factory does not know a shut-down and has been three times enlarged. During 1926, for each dollar in advertising etfort has come an offsetting sale of forty dollars within the parallel territory.

"THE terror of those big contracts worried my brother into his grave," declares the present manager. "But now we are independent. We stand just where Ivory and Buick do. We are king in the tiny world of this section of Ohio for our line."

Advertising remains, indeed, the opportunity of the small smokestack. Advertising, not national to begin with, but zoned to parallel distribution. Marketing by zones, follows the vision of this country as a succession of local markets, each fairly well defined with some city as center. Within such a restricted area newspapers can tie selling effort to advertising as no national medium can hope to do-or claim to dothus keeping advertising in its rightful

place as an adjunct to selling.
"Wholesale markets," declares the government's atlas of wholesale grocers, "tend to be those of some newspaper coverage," but the smokestack that tries to market by zones must not overlook that inconspicuous word "tend" in the quoted sentence. For practical coverage it is usually wise not to depend wholly on coverage through the single dominant paper of the principal Usually, for products going to individuals, this coverage must be supplemented in outlying communities by space in local papers of those communities, with their lower rates and their ability to get close to the hearts of their own people.

With marketing by zones, furthermore, the appeal has possibilities that are out of the question with the so-called "national" copy. It can be made distinctive, with many touches of local application. It can be made as vital as the newspaper itself; crammed with timeliness. Selling points may be converted into copy with real news value. The newspaper has the inestimable advantage of displaying in "the store window of the town" a product locally made, to a local body of prospects. All the turns of pay-day, crop-moving season. school or holiday, athletic and social occasions, climatic and racial peculiarities-everything local, in factmay be utilized to the utmost of flexi-

Advertising of this sort, beginning small and local but headed to become big and national, lies ahead in tremendous volume. To the solicitor or the agency such slow growth from tiny beginnings presents the discouragement of negligible return for immense effort, viewed as a source of immediate income. Considered, of course, with eye to the long future, these struggling smokestack accounts hold all the promise of budding youth.

Manufacturers, too, who have succeeded through zone marketing where every insertion is tied intimately with the sales curve beget a loyalty to the in-

dividual medium. Of Calumet, three publishers in as many cities have made an identical remark: "And they never forget that town; they never quit their local advertising."

Akin to zone marketing is, of course, marketing within any limited field. The limited market is not necessarily a newspaper market—state papers and publications of single industrial groups present a similar method, with "zoning" for a group rather than for a geographical area. The maker of confectioners' equipment, of coal mine machinery, of chemical apparatus, uses, of course, the appropriate publications to reach his specialized market. The smokestack needs, first of all, to identify and isolate its market; then to objectify the most effective manner of touching that market.

This is the second of a group of articles written by Mr. Haring on the marketing problem of the small manufacturer. The third will appear in an early issue.

Obituary

Arthur Eastman Clifford, who was for more than thirty-five years actively engaged in industrial and trade

publishing, died Sept. 20.

Born in Gilmanton, N. H., in 1868, Mr. Clifford began his publishing career in New York as business manager of the American Exporter. In 1892 he became business manager of Electrical World, then a Johnson publication, and two years later business manager of Street Railway Journal, one of the first McGraw Publishing Corporation papers, which he left a year later in order to return to his former position on *Electrical World*. When this paper was taken over in 1899 by the Mc-Graw Publishing Corporation he remained on it as business manager.

Up to 1923 he continued with Mc-Graw-Hill publications, most of the time as business manager of Electrical World but also serving, among other activities, as assistant to J. H. McGraw. In November, 1923, he resigned from McGraw-Hill to become business manager of Automotive Industries, a position in which he was active at the time of his death.

American Society of Sales Executives Elect Officers

The annual meeting of the American Society of Sales Executives was held at Buckwood Inn, Shawnee-on-Delaware, Pa., Sept. 22, 23, 24. The following officers were elected for the ensuing year: Chairman, G. R. Cain, Swift & Co., Chicago, Ill.; treasurer, F. C. Beckwith, Hamilton Watch Co., Lancaster, Pa.; secretary, Frank Hayden, Becton-Dickinson & Co., Rutherford, N. J.

ford, N. J.

These three officers and the following additional members comprise the executive committee: W. R. Cummings, Monroe Calculating Machine Co., Orange, N. J.; M. L. Havey, New Jersey Zine Co., New York, N. Y.; G. W. Smith, Oneida Community, Ltd., Oneida, N. Y.; and F. P. Valentine, American Telephone & Telegraph Co., New York, N. Y. New York, N. Y.

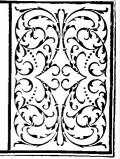
Advertisers' Index

6	
[a]	[k]
Advertising & Selling 9° Vjax Placto Print Co. 70 All Fiction Field 5) Kimberly-Clark Co Insert bet. 90.91 Knit Goods Pub. Co
American Bankers Association Journal, 86 American Metal Cap Co	Γ17
Associated Dailies of Florida 65 Atlantic Monthly	Lithographers Ass'n of America
[b]	Insert bet, 86-87
Baker's Helper	[m]
Barton, Durstine & Osborn, Inc 33	MCG-E3W-HIII DOOK to Inc. 5
Bauer Type Foundry, Inc 61 Bausch & Lomb Optical Co	McGraw-Hill Co
Bloomington Daily Pantagraph	Magazine of Business 99
Boston Globe	Market Place 99
Burkhardt Co., Inc	
[c]	Michigan Bookhinding Co. 61 MoHoy Co., David J. 15
Cargill Co	$\lceil n \rceil$
Chicago Tribune	National Outdoor Advertising Bureau
Collier's Magazine	Insert bet, 78-79 National Petroleum NewsBark Cover
Comfort Magazine 83 Commerce Photo-Print Corp. 82	National Register Publishing Co., Inc., 90
	Newcomb & Co., Inc., James F
[d]	
Dairymen's League News	[~]
Denne & Co., Ltd., A. J	Oral Hygiene
Capital 69	Oregon Journal 9
Detroit Free Press Inside Back Cover Detroit News	[p]
Diamant Typographic Service, E. M 76 Dill & Collins	Perfect Rubber Co
Dry Goods Economist H	Poster
$[oldsymbol{e}]$	Providence Journal
Eastman Co., R. O 81	
Economist Group	[r]
Evans-Winter-Hebb, Inc. 50 Explosive Engineer	- Richards Co., Inc., Joseph
	[8]
[f]	Schaefer Co., John
Farmer's Wife	Scripps-Howard Newspapers 53
Federal Advertising Agency 39	Shrine Magazine
[\varrangle]	Simmons Boardman Co. 37 Smart Set 43
Gas Age-Record	Southern Planter
Gibbon, I.td., J. J. 92 Gibson, Hotel 87	Standard Paper Mfg. Co
Gotham Photo-Engraving Co., Inc 11	Starchroom Publishing Co 89
[i]	[•]
Igelstroem Co., John	[t] Town & Country
Indianapolis News	·
Industrial Power	[w]
	Walker Engraving Co. 11 Webb Publishing Co. 71
[j] Jewish Daily Forward	West Virginia Pulp & Paper Co.
Jewish Daily Forward 82	Insert bet, 70-71



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference & The Editor will be glad to receive items of news for inclusion in this department & Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



CHANGES IN PERSONNEL (Advertisers, etc.)

	GILLI (OED II (I ELIGOTI I EE	(12000000000000000000000000000000000000	
Name	Former Company and Position		osition
John B. English	.John Wanamaker, New York, Ass't Adv. Mgr.	.Hahne & Co., Newark, N. J	ales and Adv. Mgr.
Alvin Dessau	.Goodell-Pratt Co., Greenfield, Mass., General Sales Mgr.		
Charles C. Mercer	. National Steel Fabric Co., Pittsburgh, Pa.,	•	•
Robert L. Glose	Sales Counsel		
C. G. McDonough	Sales Agent		ates Mgr.
or ar mer among a re	field, Ohio, Sales Mgr	. Selden Truck Corp., Rochester, N. Y D	irector of Sales
Frederic Kammann.	. Gillette Publishing Co., Chicago, Adv. Mgr		
Howard O. Frye	. Walter Baker & Company, Inc., Dorchester,		ares mgr.
	Mass., Adv. Dept.	New YorkA	dv. Dept.
	.Industrial Works, Bay City, Mich., Director o Sales	. Resigned	
Charles L. Reierson.	.Remington Arms Co., New York, President	. Gilbert & Bennett Manufacturing Co., Chicago Go	eneral Sales Agent
Peter P. Carney	.The Remington Arms Co., New York, Adv. an Publicity Director	d	C
E. F. Amos	Nestle Food Co., New York. Sales Mgr		iao Pros. Now York
Katherine Gimnane.	.Gotham Silk Hosiery Co., Inc., New York,		
Donald Vance	Sales Promotion		dv. Mgr.
	land, Ohio	Cleveland, OhioAd	dv. Dept., In Charge of roduction
L. B. Krick	. Calvin Standford Adv. Agency, Atlanta		
J. J. Hilt	. Racine Radiator Co., Racine, Wis		
Louis E. Shecter	. The Joseph Katz Co., Baltimore, Member of	\mathbf{f}	· ·
	Firm	more and New YorkA	dv. Director and Coun-
Stephen I. Miller	. American Bankers' Association, New York, Nat Educational Director	'1	
	Educational Director	Men, New York E	Executive Mgr. (effective Nov. 1)
	CHANGES IN PERSONNEI	_(Agencies, etc.)	
Name	Former Company and Position	Now Associated With P	osition
Paul R. Eager	Hahne & Co., Newark, N. J., Adv. and Sales Mgr.	.Amos Parrish & Co.,	
C. M. Sommers	E. A. White Organization, New York,	New York	Associate Director
C. M. Sommers	Adv. Mgr.	cy, New York	lerchandising Service Ianager
George F. Lord	Chevrolet Motor Co., Detroit, Adv. Mgr		
Colin Campbell	Chevrolet Motor Co., Detroit, Vice-President	.Colin Campbell Corp.,	
S. J. Hanick	Reuben H. Donnelley Corp	New YorkP S. J. Hanick Co., Phila-	
	•	delphiaF	President

Harold W. Cooke ...J. B. Colt Co., New York, Adv. and Sales Mgr.. N. W. Ayer & Son, Phila-

delphiaPlan Dept.

Lumber Yard or Building Merchant?

By Dr. Wilson Compton, Sterlinky-Manager

National Lumber Manutacturers Association

on a recent address to the National Lumber Manutaction is Association)

"There has been a striking transformation in the position of the retail lumber dealer. Formerly the retail dealer, in fact, as well as in name, was a dealer in lumber. In the rural line yards other supplementary materials were regularly handled; but usually not materials in direct competition with lumber. In larger towns and cities, a few lumber vards continue to handle lumber only, while the builders supply yards handle diversified building material. But the number is small and growing smaller."

"Speaking in general terms, the retail lumber dealers are in fact no longer lumbermen. They are friendly to lumber. They always have been. They formerly were partisan to lumber. A few still are. Most are not and they will not be.

"The transformation of the typical retail yard from a lumber yard to a distributor of diversified building materials has been gradual, not spectacular, but almost universal."

Because Building Supply News impartially discusses the advantages and uses of all building materials it is natural that it would be the favorite journal of retailers dealing in any and all character of building supplies. Therefore, it is not surprising that the more than 8,000 building supply dealers now reading this paper include a larger number of dealers handling lumber than the lumber dealer circulation of any other publication reporting to the A. B. C. If your product enters into the construction or maintenance of any character of building, we can show you how to successfully market it.



"Edited for the Merchant of the Building Industry"

407 South Dearborn Street, CHICAGO

Membert A. B. C. and A. B. P.



Advertising • The NEWS DIGEST • Issue of Oct. 5, 1927



CHANGES IN PERSONNEL—(Agencies, etc., continued)

	CHANGES IN PERSONNEL—(A)	gencies, etc., continuea)
Name	Former Company and Position		Position
John L. Boyd	N. W. Ayer & Son, San Francisco, Cal	. Geyer Company, Dayton, Ohio	Account Executive
	Millis Adv. Co., Indianapolis, Ind	.Geyer Company, Dayton, Ohio	
T. O. Warfield	Warfield Advertising Co., Omaha, Neb	Ferry-Hanly Adv. Co., Inc., New York	Account Executive
Bruce W. Elliott	Moser & Cotins, Utica, N. Y		
Benj. F. Meyers	Livermore & Knight Co., Inc., New York	.James F. Newcomb & Co. New York	Member of Staff
Joseph Epstein	Item-Tribune, New Orleans	Fitzgerald Adv. Agcy., Inc., New Orleans	
L. H. Coloney	General Chemical Co., New York		
Henry C. Colby	Frank Presbrey Co., Inc., New York		-
Tom F. Blackburn	J. Walter Thompson Co., Chicago		
James A. Hausman	Henri, Hurst & McDonald, Chicago		
E. F. Kennedy	National City Company, N. Y. Representative in Southern Territory	'e	
Ralph Richmond	National Board of Fire Underwriters, New York, Ass't Director of Public Relations	.Z. L. Potter Co., Syra-	
Robert Hunt	United Press, New York	cuse, N. Y	-
	CHANGES IN BEDSONNE	I (Madia eta)	
	CHANGES IN PERSONNE		D 4.4
Name	Former Company and Position	Now Associated With	Position
Paul Ray	E. Katz Special Adv. Agency, Chicago, Ill. Salesman	.Same Company, Detroit Branch	Salesman
G. J. Dietrich	The Farm Journal, Philadelphia, Salesman		
Roy M. McDonald	. Henri, Hurst & McDonald, Chicago	.Gillette Publishing Co., Chicago	Adv. More
R. W. DeMott	Experimenter Publishing Company, Inc., and The Consrad Co., Inc., New York, Secretary and Business Mgr.		
Stroud Galey	. American Magazine, New York, Representa-		Western Adventising Non
P. J. Flannery	tive Brooklyn Citizen, Brooklyn, N. Y., Adv. Manager		
W. J. Dongherty	The Music Trades, New York, Managing		Brooklyn
U. J. Kraemer E. G. Cooke	Editor Cleveland Press, Cleveland, Ohio Cooke & Hance, Detroit Baltimore Post, Baltimore, Adv. Mgr.	Baltimore Post The Mulford Co., Detroit Baltimore News, Balti-	. Advertising Manager . Sales Dept.
Arvin L. Wheaton	. Localized Advertising Corp., Detroit, Representative	more	
Mrs. Kenneth S. Kirk	:- . The Butterick Quarterlies, New York, Adv. Dept.	.Children, The Magazine	
W. C. Weber	.Philadelphia Record, Philadelphia, Book Dept.	New York	5.
	Frank Presbrey Co., Inc., New York	The Outlook, New York. Chicago Herald and Ex	. Adv. Mgr.
Miss J. C. Coburn	. LaSalle & Koch Co., Toledo, Ohio	aminer, Chicago Harper's Bazar, New York	Promotion and Merchan-
Wallace Meyer	. Charles Scribner's Sons, New York, in charg Book Adv. Dept		dise Mgr.

13 AN ADVERTISEMENT BY CHARLES W. HOYT COMPANY

HEN the representative of a class paper appears before an advertiser he is armed with figures, charts, and maps. He states the extent of his circulation in certified figures; he indicates where those purchasers of the paper are located; he presents lists of subscribers to show the character of the circulation. Then he stops, content, He has demonstrated to his satisfaction the three "dimensions" of his publication: "How many," "Where" and "Who."

But the really wise advertiser is not satisfied. There remains unconsidered a fourth and very important dimension. "Do these people actually readyour paper?" he shrewdly asks. "Do they look forward to its arrival? Do they read it as soon as it has come? Or do they feel that it won't matter if it lies around for a while unopened?"

In any of the class fields it is easy to discover the size of a circulation, how it is distributed and of what it consists. Those qualities are easily judged from standard tabulations; but whether the subscribers are really reading the publication is very much less evident. There is, however, one simple and significant rule of thumb to follow: Make an estimate of the editor.

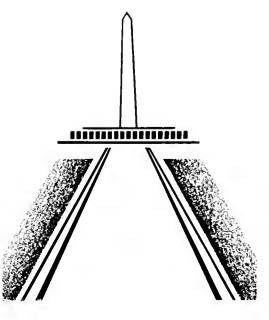
WHO DID IT?

11.

Why did the Ladies Home Journal have so amazing a growth? What made the American Magazine go ahead in leaps and bounds? What made The Saturday Evening Post, the most remarkable of all weeklies? Were not their striking successes due to editors of the type of Bok, Siddall and Lorimer?

Those great editors were never satisfied until they had secured the definitely best, the most unusual and the most provocative articles to be had. Bok traveled over the entire world in his search for feature articles. Lorimer demanded the greatest from the market of business romances. Siddall secured the intimate life stories of the most interesting and successful people. As a result their publications were not mere desk and table decorations.

To have your advertisement read it must be in a medium that is itself read. To have readers who really read it is apparent that there must be the right sort of an editor—a man who has a keen instinct for what will interest his subscribers. ADVERTISING AND SELLING is fortunate. It has such an editor, one who is not a mere "desk editor." It has an editor who is in constant, close contact with advertising men; one who keeps his ear to the ground, who anticipates future wants accurately and then wisely stops when they have been supplied.



HIS STAFF

This editor has a staff of eleven contributing editors, a staff of a quality such as would in itself assure his paper's being read. Who can resist reading whatever Earnest Elmo Calkins writes? Who is there among all the authors of marketing articles who writes as well as "Bob" Updegraff? When Kenneth Goode makes a comment, all listen to what he says Nobody who has heard or read an opinion of G. Lynn Sumner will fail to be interested in his published thoughts. When Charles Austin Bates takes up his pen, all of us stop, look and listen.

To make sure that his circulation consists of readers, Mr Kendall has assembled this remarkable contributing staff. To depend upon them would satisfy the average editor; but it does not satisfy ADMERTISING AND SELLING. It scours the advertising world for feature articles; it keeps at its search for the unusual and the worthwhile. It secured one of the most remarkable biographies of advertising experience which has ever been published. It induced that brilliant advertising man Claude C. Hopkins to write the experiences of his life, a series that grips the attention—and holds it.

IN ONE ISSUE

.//.

Nobody in the advertising field is either so busy or so successful that he can resist the demands of Kendall. In one issue alone we may read articles by Theodore F. MacManus, a leader among advertising agencies, by Benjamin Jefferson, the originator of the Milline, and by F. G. Hubbard, another leader in advertising agency circles. Here are three authoritative writers any one of whom used as a feature might alone carry an issue of an ordinary publication.

Q. E. D.

11.

So the representative of ADVERTISING AND SELLING should have a very easy job. He can quickly demontrate in the customary way the three dimensions of his circulation. That should be enough. But if he is dealing with a very cautious buyer, he has a powerful advantage over most of his fellows. He can prove that he has the fourth dimension

If I were a representative of ADMERTISING AND SELLING I would prepare a list of contributors and their contributions. It would leave no doubt that as to whether my paper possessed that great quality—Readability.



Advertising • The NEWS DIGEST •



CHANGES IN PERSONNEL—(Media, etc., continued)

Name	Former Company and Position	Now Associated With	Position
Thomas F. Kilroe	. Furniture Record, Eastern Territory	.Engineering and Contracing, Chicago, Ill	t- .N. Y. Representative
W. L. Ralston	. McGraw-Hill Co., Cleveland, Ohio	. Engineering and Contracing, Chicago, Ill	t- . Representative
A. F. Seested	The Star, Kansas City, Mo., First Vice-Pre and General Mgr		. President
F. W. Maas	The Magazine Advertiser, New York, Adv. Mg	r.Aviation Stories & M chanics, New York	
J. H. Kyle	. E. M. Burke, Inc., New York	Paul Block, Inc., Ne	

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

GHANGES IN A	GENCIES AN	D NEW ADVERTE	SING ACCOUNTS
	lress	Product	Now Advertising Through
The Marine Trust CompanyBuf	falo	. Finance	. Barton, Durstine & Osborn, Inc., Buffalo
R. B. Boak CoChi			
The Swanson Co Nev	vark, Ohio	.Drug Products	. The Quinlan Co., Chicago
Siebel Institute of TechnologyChi			.Carroll Dean Murphy, Inc., Chicago
Reliable Knitting WorksMil		Scarfs	. Carroll Dean Murphy, Inc., Chicago
Quinlan & Tyson, Inc Chi		gage Bonds	t- .Carroll Dean Murphy, Inc., Chicago
*Philip Morris Co., Ltd., IncNev	v York	Barking Dog Cigarettes	.Tuthill Adv. Agency, New York
Automotive Lighting & Ignition			• • •
Co	C	Bulbs	. Hurja-Johnson-Huwen, Inc., Chicago
The Shirtcraft Company, Inc Nev		Everfit Collar Equipped Shirt	d .Charles W. Hoyt Co., Inc., New York
Bennett Better-Built HomesNon	rth Tonawanda,	Better-Built Homes	.Z. L. Potter Co., Syracuse, N. Y.
Pass & Seymour Syr		Porcelain Lighting	
Protectahood Corp Aul		Fixtures	.Z. L. Potter Co., Syracuse, N. Y.
•	,	for Automobile Hoods	.Z. L. Potter Co., Syracuse, N. Y.
Dexter Poultry Co Nev			
Lebolt & CompanyNev The Chicago Record Co		-	New York
The Unicago Record Co	cago	graph Records	. Reed G. Landis Company, Chicago
E. A. Kline & CoNev	v York		. Federal Advertising Agency, New York
Gillette Safety Razor CoBos			
The Vermont Marble CoPro	ctor, Vt	.Marble	.The Kenyon Co., Inc., Boston
The Illinois Watch CoSpr	ingfield, Ill	.Watches	.D'Arcy Advertising Co., St. Louis, Mo.
The Mohawk Corp. of IllChi	cago	.Radios	.John H. Dunham Co., Chicago
Cosmo Products, IncChi	cago	. Cosmo Hair Dressing.	. Pickus-Weiss, Inc., Chicago
The Royal Easy Chair CoStu	rgis, Mich	.Royal Easy Chairs	. Campbell-Ewald Co., Inc., Detroit
			.Cowan, Dempsey & Dengler, Inc., New York
The Meadow Brook Nurseries, Inc. En	glewood, N. J	Nursery	. Charles W. Hoyt Co., Inc., New York
Roethlisberger & CoNev	w York	.Cheese	. Cecil, Warwick & Cecil, New York
Automotive Equipment AssnChi	cago	.Automotive Equip-	.The Reed G. Landis Co., Chicago
Pioneer Packing Co Sea	ttle		
The Pausin Engineering CoNew		Octacone Radio Loud	
		Speakers	.John O. Powers Co., New York
New Haven Copper Company Sey			
Tyson & Company, Inc Par	ris, Tenn	Perfume	. Frankel-Rose Company, Chicago
			.C. J. Oliphant Adv. Agency, Inc., New York
The Easton Trust Co East	ston, Pa	Finance	.John Clark Sims Co., Philadelphia
Shu-Milk Products Corp Nev	wark, N. J	Dressings for Foot-	.Paris & Peart, New York
		weal	. Land & I care, from IOIN

^{*}Not to be confused with the advertising for Marlboro Cigarettes, English Ovals, Players, Philip Morris, which continue to be handled by Picard, Bradner, Brown, Inc., New York.

The Unfettered Voice of American Business

With the increasing complexity of American business comes the ever-increasing demand for clear thinking, founded on unbiased, undistorted facts.

Page I of the Shaw Airplane Log

FUEL, hargar and maintenance costs, landing-field facilities and their accessibility to business centers, time-siving effected, influence of weather conditions, all these are being carefully recorded in the operation of the Shaw Pullications' test ship that Business may find the answer to its question, "Can the air plane be adapted to our business?" You will find Page 1 of this Log in The Mayazine of Business for October

"To Merge or Not to Merge"

WHEN is a merger justi-fied? Can sales volume be bought rather than built? Does the merger offer a practical solution to rapidly rising sales and distribution cost-Two presidents of companiewho have faced and answered this problem explain their decisions in THE MAGAZINE OF Business for October. Both answers are based on thorough analyses of all pertinent factors; yet these two companie made opposite decisions. You will want to read both sides or this story in THE MAGAZINE OF Brisiss for October, now

And the bias of class interest, of group against group, of section against section—all these tend to warp the interpretation of significant facts and developments as they are given to the business men of the nation.

Standing alone in its service to American business is Till. MAGAZINE OF BUSINESS. It knows no subservience to any interest - to any group of interests - save one, the interests of American business men as a whole.

Moreover its direction is taken, not from any one individual or from any special group. Rather it touches and interprets all business. For these 21,000 men of The Council on The Trend of Business—leaders in all lines of Industry, Commerce and Finance in every section of the country—are the personal representatives of all business. And in The Magazine of Business the business men of the country find unfettered voice.

It is this freedom from restraining influence—this ability to interpret business to business, as Business really is, that has brought the greatest subscriber audience. No other magazine with "service to business readers" as its sole appeal ever approached the 210,000 net paid circulation of The Magazine of Business.

A. W. Shaw Company, Cass, Huron and Eric Streets, Chicago; 1 Park Avenue, New York City





Advertising • The NEWS DIGEST. • Oct. 5, 1927



CHANGES IN AGEN	CIES AND NE	EW ADVERTISIN	G ACCOUNTS (Continued)
Name Ad.	dress	Product	Now Advertising Through
B. A. Ballou & Co., Inc	ovidence or Rivers, Wis w York icago and Joliet icago icago	Jewelry	Larchar-Horton Co., Providence es. The Buchen Co., Chicago Hazard Advertising Corp., New York Carroll Dean Murphy, Inc., Chicago Carroll Dean Murphy, Inc., Chicago Vanderhoof & Co., Chicago C. C. Winningham, Inc., Detroit
PUBLIC	ATION CHAN	NGES AND APPO	DINTMENTS
The Herald, Washington, D. C	Has appointe sentative.	ed E. M. Burke, Inc., N	New York, as its national advertising repre-
The American, Baltimore, Md	Has appoint sentative.	ed E. M. Burke, Inc., N	New York, as its national advertising repre-
The Mercury-Register, Oroville, Cal.		ed M. C. Mogensen &	Co., Inc., New York, as its national adver-
Warren C. Platt	Publisher of	the National Petrole antry Club News, a m	um News, Cleveland, Ohio, has purchased onthly publication with circulation in and
Nassau Daily Star, Lynbrook, N. Y	Has appointed tive in Easte	ed the George B. David ern and Western territ	Co., New York, as advertising representa- ories,
The Ledger, Noblesville, Ind		ed Scheerer, Inc., New	York and Chicago, as its national adver-
	Iowa. Have appoin F. W. Henk		New York advertising representative, and tative.
	Has purchas Mercury, an	sed the Oroville Regist d known as the Orovill	er, which is consolidated with the Oroville le Mercury-Register.
The Lawyer & Banker Magazine, Orleans, La., and Detroit, Mich	Has taken o	ver the Central Law J	Journal, St. Louis, Mo. The new magazine
The Daily Pantagraph, Bloomington,	Ill Has purchas continue to l	sed The Daily Bulletin,	awyer & Banker Magazine. Bloomington, Ill. The new newspaper will Pantagraph, with a half-sized heading, The
Engineering & Cont. 11 B.11.11	MISC	ELLANEOUS	
Engineering & Contracting Publishin Chicago	Name chang	ed to Gillette Publishir	ng Co.
Irwin Jordan Rose Co., Inc., Adverti Agency, New York	Has consolid	lated with the Palmer e to be known as Irwin	Gantert Co., New York. The new company
Doubleday, Page & Co., New York, lisher	Puh- Has consolid	lated with the George I	H. Doran Co., New York. The new company
Success Magazine, New York		m as Doubleday, Doran ged to New Age Illustr	
NEW ADV	ERTISING AC	GENCIES AND S	ERVICES, ETC.
			nselColin Campbell and George F. Lord
S. J. Hanick CoPhiladelpl	nia		olay Samuel J. Hanick
	Ave., New York	Fashion Serv	riceJ. Sherwood Smith, Pres.; Lucy Park, Vice-Pres.; Rene Clark, Sec'y, and R. P. Clayberger, Treasurer
The Rule-Williams Adver- tising AgencyWorcester	r, Mass	Advertising	Edgar W. Rule and Otis Carl Williams
*Associated with Calkins and Holden,	Inc., New York, Ac	lvertising Agency.	

CHANGES IN ADDRESSES Advertising Agencies and Services, Publications, etc.

Name	Business	From	To
Martin-Gessner, Inc.	Advertising		Canal Bank Bldg., New Orleans



". . St. Louis . . 2000 Industrial Plants With Problems in

Industrial Gas

delivers—intact—the market for industrial gas equipment and heat-control apparatus.

HERE is a vast number of industrial plants in this country that are handicapped with various problems in the application or control of heat in their manufacturing processes. Such plants are naturally the preferred prospects for gas fuel, and therefore for all manner of gas equipment and heat-control apparatus. And in every case, the responsible officials and influential employees in these plants are being soundly educated to the advantages of gas heating, through the magazine INDUSTRIAL GAS.

Which means just this—that if you are a manufacturer of any sort of equipment that can be used to solve the problem of heat in manufacture, your whole primary market is delivered to you here, intact. INDUSTRIAL GAS covers your market 100%; every copy registers high in positive advertising value. Circulation is carefully measured to your market, in this way: the Lacfede Gas

Light Company of St. Louis, for example, found that there are 2000 of the city's industrial plants that have problems in heat-treating, to which problems the adoption of gas fuel guarantees a permanent solution. These are the firms in St. Louis to which INDUSTRIAL GAS is being sent—and they are the best and only prospects in this city for the manufacture of gas equipment or heat-control apparatus. Among them are such concerns as the American Stove Company, Chevrolet Motor Company, Federal Truck Company, Lambert Pharmacal Company, Moon Motor Cars, and Mack Motor Trucks. Any circulation beyond these 2000 is waste circulation.

And so on, all over the country. St. Louis is just one of the industrial cities in which INDUSTRIAL GAS has complete command of the market for industrial gas equipment. With such a conveyance for your advertising, your campaign in this market is certain to succeed from the first.

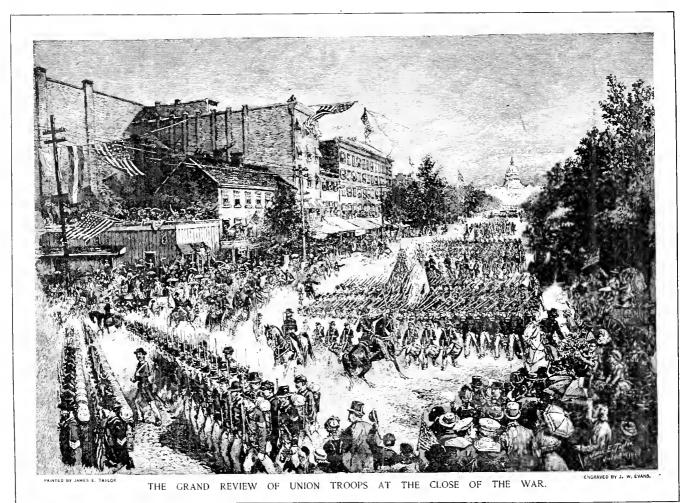
This is the second advertisement of a series citing some of the industrial cities in which INDUSTRIAL GAS has 100% coverage of the market for gas equipment and heat-control apparatus.

Industrial Gas

Published by the Robbins Publishing Company, Inc.

9 East 38th Street

New York City



Reproduced from the Century Magazine of February, 1890.

The Entire Union Army at any period of the Civil War did not equal the host that buys The Tribune every Sunday

With the nation torn asunder and brother fighting brother over the questions of national Union and slavery, the North and South stretched their resources to the limit in the Civil War. The North exhausted every expedient to obtain volunteers—maintained a rigorous draft—and poured every man it could obtain into the battle areas of Virginia, Tennessee, Mississippi and Georgia, until the persistent hammering of Grant and Sherman finally brought the bloody struggle to an end.

And yet, with its resources strained to the utmost, the North never once, in the entire four years, had as many men in the field as buy The Chicago Tribune every Sunday!

IT takes comparison with great events, and the great hosts of history, to give reality to the tremendous figures involved in describing Tribune circulation.

On one bloody day—July 3, 1863—the two widely separated struggles of Gettysburg and Vicksburg saved the Union. Yet the 283,000 occu who participated on both sides in these gigantic struggles would form only a small part of The Tribune's present day circulation.

Add to them the 105,000 men brant led into the Wildermss in '64 to "fight it out on this line if it takes all summer"—add the 62,000 with which Lee opposed him—and the city and suburbay circulation only of The Daily Tribune would provide numbers enough for both sides of all these struggles, with enough left over to equal the number in the two-day triumphal parade of the Grand Army of the Republic through Washington after the war was ended!

When it comes to The Sunday Tribune, we must use the entire Civil War to get comparisons. Imagine the days of 1862 when both sides were at peak strength—Grant feeling his way down the Tennessee toward his bloody check at Shiloh—Buell hastening to his aid—McClellan's arony of

the Potomae trying to hammer westward along the Peninsula—the forces in West Virginia, Missouri, everywhere.

Picture all the men in the field of all the Union armies at any one time in the war—and you wouldn't have as many as buy The Chicago Tribune every Sunday!

In four long years of bloody fighting the boys in blue fought through to victory. In the bloodless hattles of commerce, The Chicago Trihune hammers through, every day, with any sales message you want carried to a dominating percentage of the buyers in Chicago and the Chicago trading territory.

The bady Tribune carries your sales messages to 595.815 buyers in Chicago and suburbs alone—reaches 60% of the families in Chicago -61% of the families within Chicago and suburbs. No other Chicago daily reaches as many with its TOTAL circulation.

The Sunday Tribune's city and suburban circulation of 696,310 reaches 71% of the families in Chicago and suburbs. Its country circulation of 396,279 reaches 20 to 80% of the families in 547 cities and towns of more than 1000 population in the five states of The Chicago territory. No new-paper in America nut owned by The Tribune can equal The Sunday Tribune's total circulation of 1,092,589.

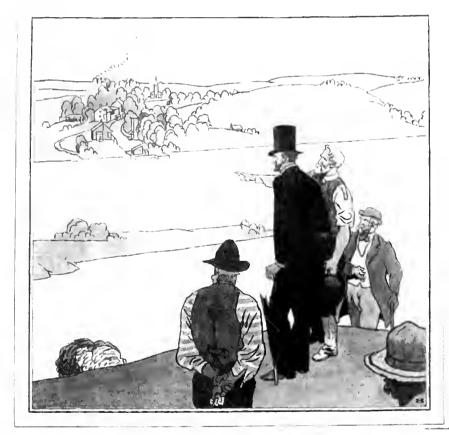
Such coverage gives advertisers an opportunity to place their sales messages before a dominating percentage of the buyers of America's richest market!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation: 781.521 Daily: 1.092.589 Sunday

PUBLISHED FORTNIGHTLY



Drawn by C. Peter Helck for the Chicago, Milwankee and St. Paul Railway

OCTOBER 19, 1927 15 CENTS A COPY

" Higher Salaries to Λ dvertising Managers Will Save Millions" By Kenneth M. GOODE; "The Next Great Invention-What Will It Be?" By CHRISTOPHER JAMES; "Next Steps In Advertising Production" By HENRY ECKHARDT; "The Story of Tray B-N" By Laurence G. Sherman; "The News Digest" on Page 82



Advertising Effectiveness Tested and Approved by 2,500 Cash Registers

THERE'S no element of chance in chain grocery store advertising practice. The effectiveness of mediums is weighed in daily balances; coverage cost is a determinable factor in the profit of every store; the cash registers of a hundred neighborhoods constitute a supreme court of advertising values.

In Chicago the Great Atlantic and Pacific Tea Company, the National Tea Company, Consumers Sanitary Coffee and Butter Stores and Piggly Wiggly, by far the largest users of newspaper advertising space among Chicago's chain grocery stores, each

place more advertising in the Daily News than in any other Chicago weekday newspaper. Three of them place more advertising in The Daily News than in any other Chicago newspaper, daily and Sunday combined.

The four chains placed 212,180 lines of advertising in the Daily News for the first eight months of 1927; they represent more than 2,500 retail outlets in Chicago and suburbs, 2,500 cash registers appraising each day and in each neighborhood three of the important elements of the circulation of The Daily News:

Appeal to women, the most important buying power in groceries as in many other lines;

Economical coverage through circulation 95 per cent concentrated in the Chicago market;

Response, definite day-by-day, block-by-block returns for every advertising dollar.

In advertising programs economy and proved effectiveness are first considerations. This cash register verdict for The Daily News is an important guide on how to obtain these results in Chicago.

Advertising Representatives:

NEW YORK J. B. Woodward 110 E. 42d St. CHICAGO Woodward & Kelly 360 N. Michigan Ave. DETROIT Woodward & Kelly 408 Fine Arts Bldg. SAN FRANCISCO
C. Geo. Krogness
253 First National Bank Bldg.

360 N. Michigan Ave. 408 Fine Arts Bldg. 25 MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

Average Daily Net Paid Circulation for September, 1927, 440,I31— 95 Per Cent in Chicago and Its Suburbs

THE PITTSBURGH PRESS net paid circulation for September is 234,800 daily and 326,952 Sunday. Six month average is 198,841 daily, 281,757 Sunday. ¶ With its splendid new mechanical facilities, THE PRESS is now able to supply the natural reader-demand—resulting in the daily gain of 36,674 and the Sunday gain of 67,789. ¶ Two newspaper consolidations in Pittsburgh have greatly changed the character of the contemporary publications and released their readers from the bonds of habit. This may have been an added factor in the circulation landslide. ¶ Today, even more than ever before, THE PRESS enjoys overwhelming leadership as a medium of advertising. ¶ THE PRESS leads all other evening and Sunday newspapers in the entire United States in national linage.

11.

Pittsburgh Press

A Scripps-Howard Newspaper

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

Chicago

Detroit Atlanta

San Francisco

Los Angeles

Seattle

Portland



Every Home Is a Buying Headquarters

EVERY home is a buying headquarters, and each day brings the need for new purchases. From the simple necessities of life to the selection of special conveniences or luxuries, new buying plans and decisions are made every day.

It is entirely obvious that the quickest, most effective way to influence these buying habits on a large scale—throughout a city or a trading zone or throughout the nation—is by the use of consistent advertising in the daily newspapers that reach the homes—the

papers that form an integral part of daily home life.

In Indianapolis, one newspaper meets these requirements. The INDIANAPOLIS NEWS is essentially a home-read paper. It has over 81% coverage of all Indianapolis families, and its city circulation is 93% homedelivered to regular subscribers. The NEWS audience is a permanent home audience—the largest in Indiana. The NEWS goes where the buyers are, and tells the buyers what to buy!



The Indianapolis NEWS sells The Indianapolis Radius

DON. BRIDGE, Advertising Manager

NEW YORK: DAN A. CARROLL 110 East 42nd Street CHICAGO: J. E. LUTZ
The Tower Building

Everybody's Business

By Floyd W. Parsons

Fakirs and Fallacies

AN himself is dropping behind in the mad dash to a higher civilization. He is not keeping up with the amazing developments in the mechanical field. This is true notwithstanding our talk about how sophisticated we have become. How hard-hearted we are in business. How quick we can recognize bunk, and how difficult it is for any one to

pull the wool over our eyes and get us interested in ideas or articles

of doubtful value.

The other day at a crowded resort I saw a fellow working the old shell game with as much success as was ever attained in the past. It brought back memories of the time when I was a Freshman in college and went out to the County Fair and met this game for the first time. That was my first experience with the "cappers" who work in partnership with the fakirs themselves. My chum and myself saw these

My chum and myself saw these strangers picking up shells and walking away with what seemed to be easy money, and remour only fear was that the fellow running the game would lose all he had before we could get some of it.

One would think that people in this modern age would have profited sufficiently from the experiences of others to at least make it necessary for unscrupulous schemers to employ new methods and devices in fooling the public. But one does not need to investigate far to discover that Barnum was right. Street vendors still find no trouble in selling their dancing dolls while a confederate lounges unconcernedly against a wall or other dark background, stares vacantly in the opposite direction and slyly manipulates the dolls by pulling a thread that is practically invisible. Thousands of people buy these devices believing they are getting an automatic toy for ten cents.

The work of freeing ourselves of follies and superstitions proceeds with painful slowness. A multitude of folks believe it is unlucky to walk under a ladder; that the screeching of an owl portends misfortune; a dog howling at night indicates somebody is going to die; the appearance of a black cat or a crow foretells misfortune; breaking a mirror is seven years' bad luck; a wart will disappear if you wash it with a stolen dishrag; a potato in the pocket will cure rheumatism; never light three cigars or cigarettes with the same match; don't pick up a pin when the point is toward you; thirteen is unlucky; so is Friday. On and on goes the bunk.

The origin of superstition is found in early man's effort to explain nature and his own existence. The average person has always been inclined to attribute most of the happenings he doesn't understand to supernatural causes. Even today many more husiness men

than one could imagine consult clairvoyants in the hope of procuring additional light on future happenings with respect to an important deal. Dream books still have a large sale and precious stones continue to be subject to a multitude of superstitions, and as for lucky talismen, one will hardly find a person but secretly has faith in the efficacy of some prized possession which he links up in affection or association with a person or event.

One reason for the continuance of superstitious beliefs is the everlasting truth that "men mark

when they hit and seldom when they miss." When the result happens just as the belief prescribes, it is human nature to remark:

nature to remark:
"See? I told you so!"

For instance, we

meet a friend and he says: "It rained Monday, so it is going to rain four days this week." If it does rain four days he reminds us of his prediction. If it doesn't, he forgets the incident. Thirteen people sit at a table and six

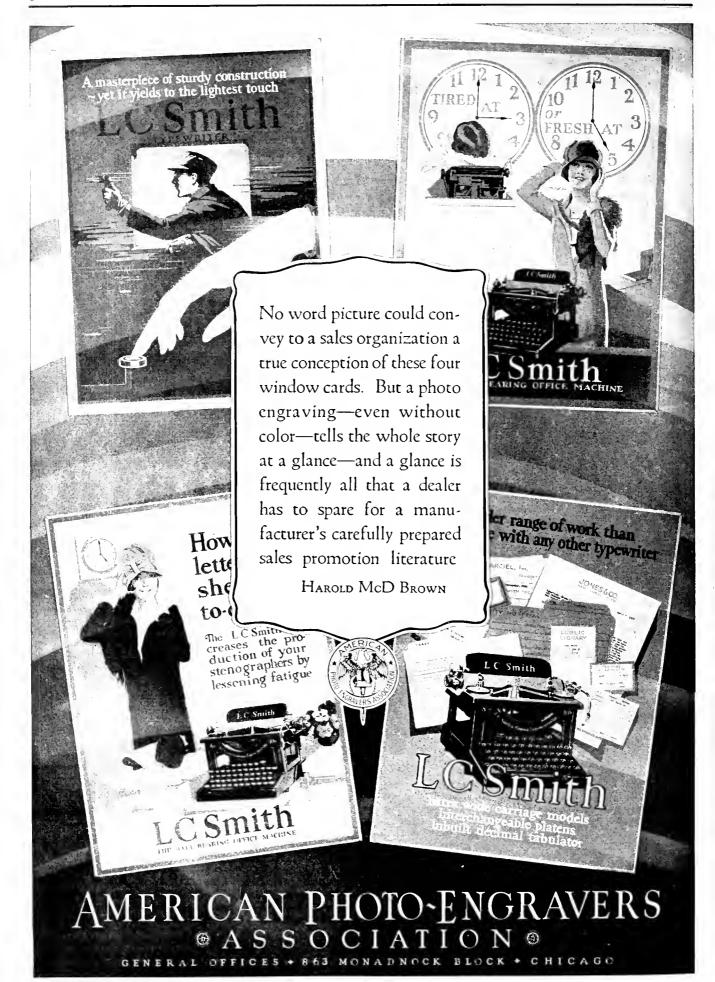
months later one of them dies. "Do you remember the dinner we had when thirteen were present?" says one of the party months afterward. "Well, I suppose you know that Jones cashed in last week. Strange how true these old sayings," he

Notwithstanding that this and many other similar superstitions are purely cases of mathematics and form nothing more than matters to be solved by the formulas of probability and chance, we are so possessed of such delusions that many hotels find it unprofitable to have a thirteenth floor. In many cities there is no thirteenth street, and a real estate dealer will tell you that a house or building marked number thirteen is not the easiest kind of property to sell.

Just for a moment consider the widespread belief that Friday is unlucky. Shipping returns indicate that fewer vessels leave port on Friday than on any other day, and yet the records show that in the matter of ocean accidents, it is one of the luckiest days of the week. Columbus sailed upon his first great voyage of adventure on Friday, discovered land on Friday, started back on Friday and again landed in Spain on Friday. Later he started his second voyage on Friday, and finally discovered the Isle of Pines not only on Friday but on the thirteenth day of the month of June, 1494. The Mayflower made the harbor of Provincetown on Friday, and the Pilgrims made their final landing on Plymouth Rock on Friday.

It was also on a Friday that Richard Lee moved in Congress that the United Colonies be free and independent, and it was on another Friday that the first Masonic lodge in America was organized. The list of people born on Friday includes such eminent figures as Washington, Gladstone and Disraeli. What more

[CONTINUED ON PAGE 64]





Do You Know Your Groceries?

During the first half of 1927 sixteen of the larger food advertisers in America used a greater aggregate total lineage in The Detroit Free Press than in any other Detroit newspaper. These sixteen advertisers represent nearly 50% of the total volume of national food advertising appearing in Detroit during the period.

◐

The Kellogg Company for instance used nearly twice as much space in The Free Press as in the second paper, and Shredded Wheat concentrated practically all of its appropriation in this newspaper.

Calumet Baking Powder Company, White House Coffee, India Tea Growers, Quaker Oats and other important food advertisers placed chief dependence upon the selling power of The Free Press in the Fourth market.

In Detroit, as in other large cities of the country food advertisers of real consequence are finding morning papers the better mediums to thoroughly cover markets to influence all of the better homes of the community, which in turn influence all of the others.

€

The Free Press is the only morning newspaper in America's Fourth market. It offers a coverage of three out of every four homes in the good American residential sections of Detroit, and every other one of the 538.828 homes in the twenty-five Michigan counties that constitute the Detroit market.



New York

Chicago

The Columbus Dispatch

"OHIO'S GREATEST HOME DAILY"

STEADY GROWTH

CIRCULATION

Government Statement

Sworn circulation of the Columbus Dispatch for the six months period ending September 30, 1927.

Sworn circulation of the Columbus Dispatch for the six months period ending September 30, 1926. 117,077

106,814

Gain 10,263

BECAUSE The Columbus Dispatch Is Always—

First!

in quality and quantity of news services . . . local, state, national and international.

First!

in quality and quantity of sports news, society news, women's news, radio news and automobile news.

First!

in sanc, sound and unbiased editorials . . , the work of men who are residents of Columbus, and thoroughly familiar with local conditions.

First!

in unequaled cartoons, in illustrations, in comics, in hetion, in features and stories for the whole family.

First!

in all of the extraordinary services that only a areat newspaper can give its vast family of readers.

First!

in national and local display advertising and in classified advertising , , , the business news of the day.

First!

in everything and anything that makes a fine, complete metropolitan nevespaper . . . interesting to the reader, and profitable for the advertiser. HE bulk of this circulation came from the homes in the City of Columbus. More Columbus families are now enjoying the Dispatch than ever before.

In this city of approximately 63,000 dwellings the Dispatch commands a circulation of 61,938. Of this truly remarkable total city circulation, more than three-fourths is HOME DELIVERED.

This is of more than passing interest. We know of no other city similar in size to Columbus where a newspaper has such thorough, daily contact with the people in their homes as has the Dispatch in Columbus.

This fine response on the part of Columbus and the rich Central Ohio region, fully meeting our expectations of growth, spells the possibility and the incentive for a still greater newspaper, with constantly improved news services and features of interest to all of our people.

For the advertiser this means complete access to the homes, minds and pocketbooks of nearly all the families in Columbus, and in thousands throughout the Great Central Ohio Market, permitting him to share the same confidence and friendship which this newspaper itself enjoys. This is a value which advertisers cannot find elsewhere in Columbus, or in Central Ohio.

A newspaper which is successful in selling itself to the families in their homes is ALWAYS the most effective advertising medium for selling the products and services of merchants and manufacturers to these same families.

Average net paid circulation for the six months period ending September 30, 1927

117,077

FIRST IN CITY CIRCULATION

61,938

FIRST IN SUBURBAN CIRCULATION

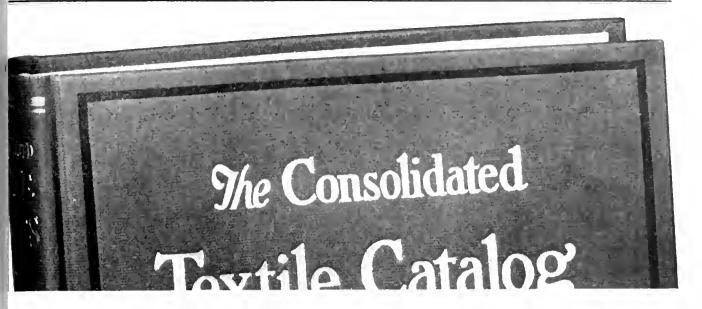
29,858

FIRST IN COUNTRY CIRCULATION

25,281

National Representatives-O'MARA & ORMSBEE, Inc.-New York, Chicago, Detroit, San Francisco

FIRST in News-FIRST in Circulation-FIRST in Advertising



A Vital Buying Guide For A Vast Industry

Another edition of the Consolidated Textile Catalog is en route. Published once every two years, this most valuable textile publication is regarded by discerning textile advertisers as one of the "indispensables." And well it should be!

Here is a sales weapon of the first order. The Catalog is distributed to a carefully checked list of responsible buyers in practically every mill in North America. In addition, it goes to a list of substantial mills in 32 foreign countries. This globe-girdling publication takes the place of short lived, fly-by-night literature. To a host of textile

executives it provides the answer to—"Where to buy?" It supplements and makes more effective advertising in Textile World by providing *specifications* for prospective buyers of your product. Distribution of the Catalog is 8200 copies. It is printed on fine stock and is substantially bound.

If you sell to textile mills there is no more direct, resultful or lower cost method of getting your whole product story across. Plan to be in the Fourth Edition. Write for complete details.

Published by

Member Audit Bureau of Circulations

Textile World

334 FOURTH AVE.

NEW YORK

Member Associated Business Papers, Inc.



APPLAUSE

FOR THE SEPTEMBER NUMBER OF THE AMERICAN PRINTER

"One of the most beautiful pieces of printing I have seen"

Lockwood Barr, Publicity Manager General Motors Corporation

"I congratulate you on the fine showing"

Hal Marchbanks, Marchbanks Press, New York

"You have surpassed the best in the country"

W. J. Wilkinson, President Zeese-Wilkinson Company, Long Island City, N. Y.

"Congratulations on the issue. It is a splendid creation"

Wm. H. Seely, Vice-President The Osborne Company, New York

"It is the finest you have ever issued"

N. E. Amsden, The Roger Williams Company, Cleveland

"The number is one of which you may be proud"

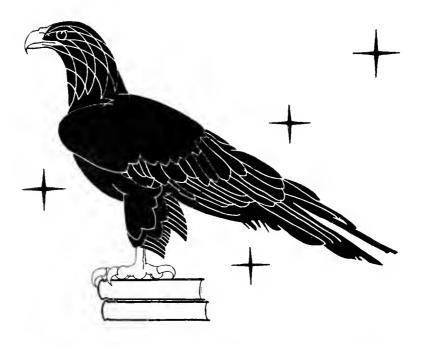
A. A. Stone, President Stone Printing Company, Roanoke, Va.

"I offer you my congratulations; my highest commendation"

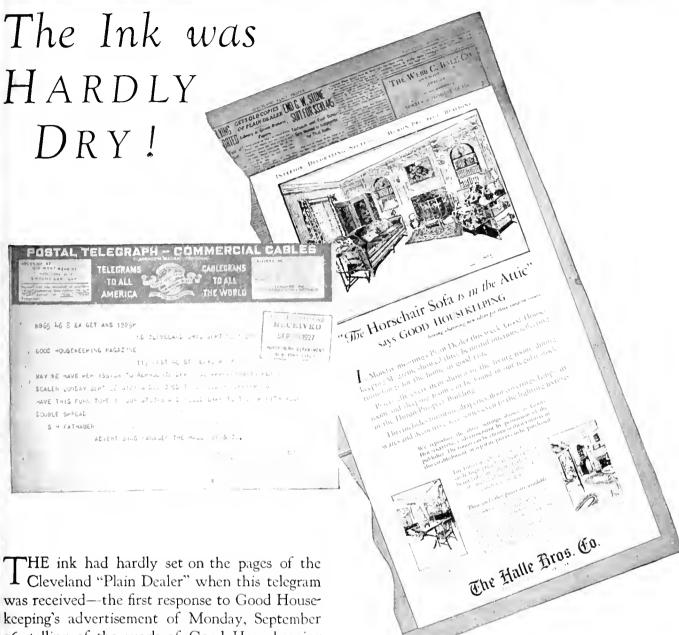
Norman T. A. Munder, Baltimore

"It is the most exceptional number you have produced"

George G. Adomeit, The Caxton Company, Cleveland



THE AMERICAN PRINTER, INC. Telephone 9 E. 38th ST., NEW YORK



26, telling of the work of Good Housekeeping Studio of Decorations and Furnishings.

We believe that this sort of response is the best evidence of Good Housekeeping's ability to sell goods.

Merchants of the standing and size of Halle Brothers are not spending their own good money to feature Good Housekeeping unless they are certain of its value to them as a drawing card.

The appreciation which the larger, more influential retailer has for Good Housekeeping is an

invaluable aid to the advertiser in transforming advertising/created demand into over-the-counter sales.

During October alone, 256 department stores, hardware dealers, electrical shops, druggists and grocers we know of will have window displays and other merchandising tie-ups exclusively of products advertised in Good Housekeeping. 80% of these stores are rated \$50,000 or better, not a few in the millions.

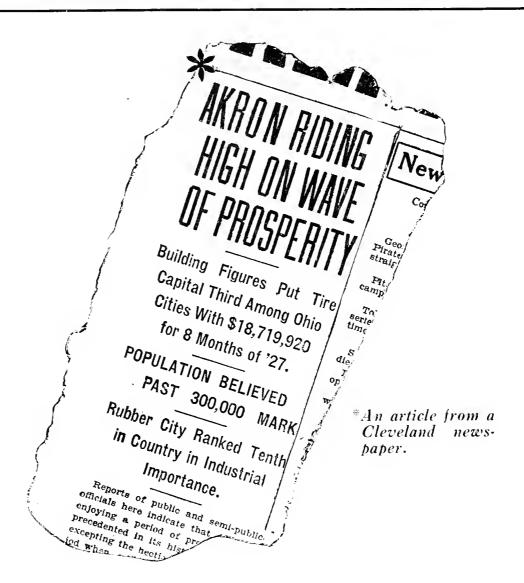
GOOD HOUSEKEEPING

CHICAGO

BOSTON

New York

SAN FRANCISCO

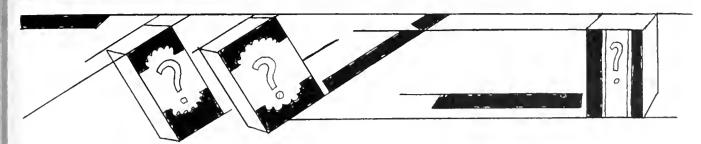


KEEPING pace with Akron's stride is its leading newspaper, the Beacon Journal,—first in circulation in the Akron Market,—first in Ohio and sixth in the United States in advertising linage among six day newspapers . . . Enter this rich, growing market through this medium . . .

AKRON BEACON JOURNAL

Member of the 100,000 Group of American Cities

STORY, BROOKS & FINLEY, Representatives
New York Philadelphia
Chicago Los Angeles San Francisco



WHAT IS A BRAND NAME FOR?

Yesterday a brand name represented a product as fixed and immutable as the stars. Today, a brand name must represent reliability, but it must also reflect the new demands of modern life.

"What is smart? What is style? What is modern?" These are the questions we have insistently on every hand.

In luxury products the constant need of new designs, packaging, fresh little fillips is well understood.

But the modern tempo is also reaching down into the problems surrounding staples—articles of household necessity—almost anything you see on a grocer's shelf.

Adding new items from time to time helps to keep a line up to date.

. . . But how about old packages and containers? How about redesigning them to create an atmosphere of modernity—to refresh the interest?

How about the advertising? Does it reflect merely the good solid worth of the product? Can not it be keyed more to modern thinking — modern desires? Is it as interesting and provocative in itself as the advertising of that vigorous new competitor who is beginning to cut such a swath?

The pace of modern business is becoming faster and more exhibitanting. But for the manufacturer who can adjust himself constantly—press forward swiftly, courageously and imaginatively—the rewards are greater than ever.

CALKINS & HOLDEN, INC. ADVERTISING 247 PARK AVENUE · NEW YORK CITY



The Furniture Industry relies steadfastly upon the aid of photographic presentation of its products to prospective buyers.

Nurserymen realize the demand of seed and plant buyers to see "what it looks like" and are using more photographs every year.

graphs every year.

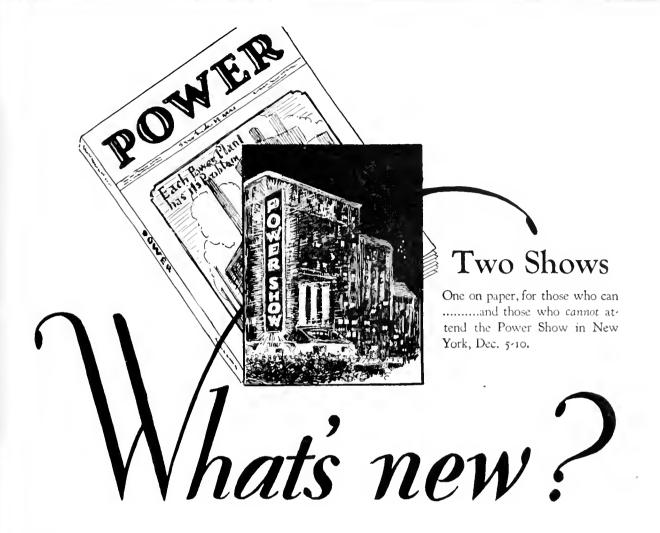
Buyers do not question photographic evidence of merit. They believe what the camera tells them because they know that nothing tells the truth so well. Where words fail, you can rely on Photographs—whether you're selling pianos, motor cars, interior-decorating or horticultural nursery products. Prospective buyers absorb quickly and with a minimum of mental effort the convincing story of Photographs.

illustrate with Photographs

PHOTOGRAPHS

Tell the Story

A new wrinkle in design or a new accessory—can be presented to the prospect most effectively with photographs.



THE power field is buzzing with inquiries. What's new in high pressure equipment? What's new in better production of process steam?

The Power Show is in the offing.

The men who are responsible for the revamping of equipment and methods are looking forward to the POWER Show Issue for information on this subject. Ever since the first Power Show the field has turned to POWER'S

Show Issue to keep in touch with new trends in equipment for power generation and application.

Many men will come to the Power Show but many, many others who cannot attend the show will depend upon POWER to bring the show to them, and it will be used as a reference book even by those who attend the show for a long time afterwards. Be sure that your story is included in the Show Issue of November 29th.

POWER

The recognized authority on power plant design operation and power application

Tenth Avenue at 36th Street, New York, N. Y.



days of Godey's Lady's Book

RANKLY, Delineator depends primarily upon the immemorial appeals to women's interests that have been effective ever since, and before, the days of Godey's Lady's Book.

But, as all the world knows, water of much volume has flowed beneath the bridge since the days of Godev's Ladv's Book.

And that water has carried away many things, good and bad. Petticoats and prejudices, long skirts and high shoes, many narrow waists and some narrow mindedness—these and many other things have been swept far and definitely away.

In most things that women buy, price and even quality has become secondary to another element—the element of style.

And soit is that while primarily Delineator depends upon these long-established, sound appeals to women's interest—fiction, food and fashions, and the rest—it has, in addition, a new and lively and timed-to-today appeal.

Delineator is distinctly styled. Delineator has atmosphere. Delineator is the one magazine of large circulation that is smart.*

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY

*Every month more advertisers are cooperating with Delineator in its purpose. The September issue, for instance, showed an increase of 85% over the corresponding issue of last year, and the October issue showed an increase of 44%.

Advertising & Selling

VOLUME NINE—NUMBER THIRTEEN

October 19, 1927

Everybody's Business	5
Floyd W. Parsons	
Higher Salaries to Advertising Managers Will Save Millions	19
KENNETH M. GOODE	
Old Gundlach's Sox-dologer	20
Earnest Elmo Calkins	
Characteristics of the Industrial Market MELVIN T. COPELAND	21
I Tackle a Tooth Paste	22
CLAUDE C. HOPKINS	
How to Get Newsy Pictures for Your Advertising Walter H. Gardner	23
Now I'll Tell You Why We Never Advertised	25
Next Steps in Advertising Production HENRY ECKHARDT	26
Where Speed Counts, the Airplane Scores Edgar H. Felix	27
Merchandising Helps Newspapers Offer H. A. Haring	28
The Editorial Page	29
The Story of Tray B-N	30
Laurence G. Sherman	
Forty-Two Editorial "Don'ts" for Catalogue Writers O. H. Hurja	34
The Next Great Invention—What Will It Be? CHRISTOPHER JAMES	36
Business Trends Since 1921 DR. JULIUS KLEIN	38
Another Act in Trade Commission-Advertising Drama	40
The 8-Pt. Page by Odds Bodkins	42
The Open Forum	60
E. O. W.	68
	00



C Dylne Galloway

ROM October 17-22 the attention of advertising men will be turned toward Chicago, where representatives of every phase of sales promotion will be attending the conventions of thirteen advertising associations. An effort is being made to include all types of business publicity and promotion methods, and leading men in these fields have been invited to attend.

Among those holding important meetings during that period are: the Direct Mail Advertising Association, the Insurance Advertising Conference, the Audit Bureau of Circulations, the Inland Daily Press, the Associated Business Papers, the National Conference of Business Paper Editors, the International Association of Newspaper Advertising Executives, the Association of Newspaper Classified Managers, and the Mail Advertising Service Association.

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A Class Magazine

with more than

1,500,000 Circulation



Osmopolitan Hearst's International combined with littan

What is the "class" market? What is the "mass" market?

SO MUCH has been said among merchandising men about the "class" market . . . as opposed to the "mass" market . . . that it might be well to determine the dividing line . . . if there be one . . . between them.

Ten years ago there were approximately 200,000 families accepted as the "class" market. Then, when the average income per person in America was much less than a thousand dollars a year, there was a wide breach between these 200,000 and their fellow hundred million.

Then, when 53,000 people owned the largest public utility in America, when 41,000 owned the largest steel company in the world, when 70,000 or so owned one of the largest railroads, there was ample reason for limiting the "class" market to the favored few.

But today . . . when average income has more than doubled . . . when the stockholders of the public utility are almost 400,000 . . . when the steel company is owned by almost 100,000 people . . . when the railroad is owned by twice as many individuals as

formerly . . . the "class" market presents a different appearance.

Today there is not a single product advertised and sold to any considerable portion of the original 200,000 that can't profitably be advertised and sold to Cosmopolitan's more than a million and a half.

People have the money to buy... the time to enjoy the thing they have bought... and, above all, the desire to buy. Living standards... buying standards... have gone up. Two million families have two cars. Six million people have \$350,000,000 worth of radios. A million people can sit down at one time in the football stadia of this country. A million people pay thirty-five cents every month for Cosmopolitan... month after month.

The merchandise that could be sold to only 200,000 people ten years ago can be sold to 2,000,000 people today. And, since this is the only true measure of the market . . . "class" or "mass" . . . we must consider this new class market . . . Cosmopolitan's more than a million and a half.

326 W. Madison Street Chicago, Illinois

General Motors Bldg. Detroit, Michigan Advertising Offices:

119 West 40th Street New York City 5 Winthrop Square Boston, Mass.

625 Market Street San Francisco, Cal



OCTOBER 19, 1927

Advertising & Selling

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Higher Salaries to Advertising Managers Will Save Millions

An Answer to Mr. Borsodi's Challenge

By Kenneth M. Goode

Mr. Borsodi's Letter

Mr. Borsodi's Letter

My Dear Mr, Goode:

I have enjoyed immensely the various contributions to Advertising & Selling which have been inspired by "Your Money's Worth," especially Percival White's letter and your reply. You are delightfully frank in many of the points which you make and it is for that reason that I am taking up the challenge in your last paragraph.

Of course it is asking too much of human nature for the critics of advertising and the apologists for national advertising to agree as to what are real facts and whether or not the critics have presented them soberly. I therefore propose the following—I have proposed it to numerous advertising men and I live in hope some day to find a representative proponent of national advertising who is willing to cooperate in making it a reality.

Why not request the American Economic Association, or some equally impartial scientific body, to appoint a commission to supervise the collection of specific evidence as to the economic value of national advertising? This evidence, in order that the report of the commission should be something more than an academic pronouncement, should consist of the following:

1. A collection of nationally advertised products of widespread general consumption:

2. A collection of substantially similar products which are not nationally advertised;
3. Reports by an Impartial laboratory as to the substantial similarity of

3. Reports by an impartial laboratory as to the substantial similarity of the two groups of products;
4. Complete data as to the manufacturer's price, wholesale price, and retail price of both the groups of products. If the actual wholesale price and retail price vary from the recommended price of the manufacturer, both kinds of prices should be attached to the report.

Vours for more solution.

Yours for more sobriety, RALPH BORSODI

In fifty years, no liscussion of adverising has been more ootless than the new lebate as to whether t is "economic." In he first place, "ecoiomic" may mean Ilmost anything. "Ad-

CONSER-

VATIVE,"

Wall

savs a

Street Journal wit,

"is a man who has

sold his stocks and wants to buy them

back again lower."

An economist, by the

same token, is a man

who wants other peo-

ole to go out of busi-

ness for the sake of

society.

'ertising" means so much it means tothing. Like poverty, it makes trange bedfellows. One kind of dvertising may be more economic han Professor Irving Fisher himelf: another kind more wasteful han a War Administration. Or, the ame kind of advertising used by ne man may prove the economist's et; and a swift slap at society when sed by another.

Mr. Chase and Mr. Borsodi hap-

pen not to admire advertising. With cold congenital cynicism they totally disbelieve the blazing ubiquities of our orators. Unlike Truly Warner or Cyrus H. K. Curtis, they have made no money through advertising. On the contrary, like Sinclair Lewis defying the lightning from a St. Louis pulpit, they achieve a certain iconoclastic distinction by baiting it.

So with accuracy, sincerity and no small skill they collect all available

mistakes. misstatements and failuresand say, like Socrates, "Here is your Advertising!" their case is as lopsided as those of advertising's own protagonists who, as an Irishman might say, whitewash advertising with all the colors of the rainbow.

It is much as if President Coolidge were to proclaim "Animals are pets!" As a good Republican I hasten to support that proposition with anecdotes of darling kittens, clever canaries, polyglot parrots

and faithful watchdogs. But Messrs. Chase and Borsodi, being "agin the government," make an undeniably strong rebuttal with a laughing hyena, a fretful porcupine, a tropical tarantula, and six sturdy skunks. There are, as a matter of fact, quite as many kinds of advertising as there are animals. And until advertising's challengers, on one hand, and its champions, on the other, unite in an axiom that will admit a *separate* discussion of "good advertising"

"bad advertising"

"indifferent" advertising"

we, personally, cannot thrill with their earnestness of purpose. So far as "dishonest advertising" is concerned, it could quickly be thrown out of the discussion as being utterly repugnant to both parties.

This suggestion is stimulated first by Mr. Borsodi's interesting proposal to submit advertising to a trial before the American Economic Association or "some equally impartial scientific body"; and secondly by Professor Ronald S. Vaile's extremely interesting and extraordinarily fair book "Economics of Advertising." Space permits only this bare reference to these two.

But perhaps we may steal enough space to suggest that no reference to economics will ever start any great excitement among advertising men. In the first place, advertising is a *sold* product. Its traditions and practices come directly from the selling talks of skillful salesmen. And so long as the marvelous machine that created our present advertising structure can renew and replenish it at a profit, advertising will go along just as it does today.

Authors, stock market speculators, jockeys, clergymen, bankers and grocers make all the money they honestly can through the most profitable employment of their peculiar talents. Publishers, advertising agencies, billboard owners and radio broadcast stations—regardless of all critics—will continue to sell as skillfully as they can to as many as have money to buy. Against this selling the opponents of advertising have a

perfect right to warn the business world; they may even warn the public. But when they propose to us who live on advertising revenues that we arbitrate our legitimate activities by any consideration less specific than personal profits, they are complimenting advertising with an altruism still unknown in industrial circles.

Advertising may be economic. Or it may not. Some of it is. Much of it isn't. Even as an academic question it is scarcely worth worrying about. Vastly more important, economically, is the fact that, producing sixty per cent more goods than in 1914, it still costs us sixty per cent more to live.

This means—and very shortly too—savage competition throughout the distribution field.

[CONTINUED ON PAGE 66]

Old Gundlach's Sox-dologer

By Earnest Elmo Calkins

T. GUNDLACII, esteemed advertising agent, has joined the ranks of those who regard with misgiving some of the aspects and manifestations of this advertising age. He has given voice to his questionings in a book with the engaging title, "Old Sox on Trumpeting." He has adopted that ancient and well-tried literary device of locating his story in another age and country, in this instance, ancient Greece, and from this vantage ground fires a few hot ones into the art of advertising as practiced in these United States A. D. 1927.

"Trumpeting," be it understood, is Greek for advertising, and a trumpeter is an advertising agent. Tauros and Bullem solicit the trumpeting account of Zeus-ikin, the Athens olive-oil king, and finally secure it, and handle it, but with considerable disturbance from Hell-Raising Helen, their client's mistress, and even more from an inquisitive bystander who has nothing to do with the matter, but who butts in and asks disconcerting questions. This bystander is none other than our old friend Socrates, who applies to the modern philosophy of advertising the same methods he had found so successful in dealing with more ancient beliefs and superstitions.

Old Sox, in short, asks the same questions that are now being asked by Lew Hahn, Borsodi, Stuart Chase, Raymond Fuller, The New Republic, The Nation, and the Federal Trade Commission. Neither Bullem nor Tauros can answer his questions, nor for that matter can old Sox himself, in which he differs from the list given above, who one and all have answered their own questions—to their own satisfaction, at least.

Under the not too thick guise of a remote time and place Mr. Gundlach is able to hit at all the least admirable practices of advertising agencies, lining up a new account and boosting the appropriation by playing on the vanity of the client, knocking free publicity,

refusing to split the commission, but promising Hellraising Helen a rake-off (two slaves and a bracelet), sparring with the client as to whether the head of the agency will handle the account personally, and explaining away what appears to be a competing account. Portraits of well known advertising men appear and descriptions of leading agencies. The Four A's, the A. B. C., and the various publishers associations are all functioning at full blast and doing their part in befuddling the advertiser and holding him in line. The author is not always happy in staying within the limits of his vehicle. There is really no necessity for the frequent use of present-day names of things and symbols when the Greek republic offers so many counterparts, to lug in Coolidge as a synonym for economy, when there was Lycurgus saving even of words, or golf, when the Greeks had so many athletic sports.

Mr. Gundlach's opus will be read with entertainment by all advertising men and by all manufacturers who are familiar enough with advertising to appreciate the hits. As a picture of advertising it is, of course, onesided, but there is enough truth to give point to the satire. There are such agencies and such advertising men, but they are not the majority. We are all of us disturbed by the hypocrisy, insincerity, ballyhoo and over-exploitation that some agents and their clients think necessary. There is too much bunk in advertising, but there is too much bunk in business, the press, law, medicine, the stage, book publishing and religion. They all partake of the faults of the The question is, does the good outweigh the Are these human institutions worth preserv-The answer is "Yes" to both questions. And God forbid that an end should ever be made to criticism. If advertising cannot stand up under the most drastic and penetrating fault-finding, then it is a poor, weak thing, and the sooner it is scrapped the better.

Characteristics of the Industrial Market

A Classification of Its Commodities and Methods

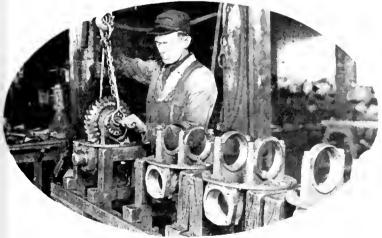
By Melvin T. Copeland

tures a power transmission device for industrial purposes also incorporates this device in an appliance for use by individual consumers. For some years the company attempted to sell in both the sumers' market with the same sales organization. Recent investigation has shown the company that much better results can be secured by means of segregated sales forces, one sales force to handle the industrial market and one to sell the appliance to retailers for consumer distribution. When the problem was studied it was found that the men in the sales organization who were successful in selling to retailers between calls on wholesalers and re-

industrial buyers than to sell to re-

In the paint industry, it is stated industrial market and the con- by men who are familiar with the conditions, most manufacturing companies are suffering from failure to differentiate between the industrial market and the consumers' market. Many paint companies are using the same sales organizations in selling to industrial buyers as they use in selling to wholesale and retail merchants. Some of those companies, in fact, instruct their salesmen to fill in their spare time

COMPANY which manuface did not handle the power trans-tailers with calls on industrial mitting device satisfactorily, where-buyers. The result is that sales of as other salesmen were much better paint for industrial purposes are fitted temperamentally to deal with poorly handled; salesmen who are concerned primarily with selling to wholesalers or retailers tend to lack interest in the industrial market and seldom understand how to talk to the large industrial buyers who require paint for maintenance or manufacturing purposes. Even those paint companies which maintain separate sales forces for the industrial market in most instances have not adapted their sales plans to the special needs of that market, apparently because they have failed to comprehend the characteristics which differentiate the industrial from the consumers' market.



IN contrast to the paint industry, the large rubber manufacturing companies have recognized the special problems that are involved in industrial marketing and have placed their mechanical rubber goods operations under sales organizations distinct from those for their tires and other products. In these com-CONTINUED ON PAGE 701

↑HE industrial market **L** is so unlike the consumer market that it requires eareful study and individual treatment. To make the differences between the two clear. Professor Copeland outlines in detail those peculiarities of the former which indicate not only where it exists but also how it can be most efficiently approached by the salesman



FIRST NATIONAL PICTURES, INC.

My Life in Advertising—XI

I Tackle a Tooth Paste

By Claude C. Hopkins

O far the greatest success of my career has been made on Pepsodent Tooth Paste. Its promoter has been associated with me for twenty-two years; together we have made millions in advertising enterprises. When I went with Lord & Thomas he was quite despondent and offered me a very large salary in order to induce me to idle and wait for him to find for us some mutual opportunity.

He became involved in irrigation projects in Tucson, Arizona. There the nights are long and lonesome so he courted the acquaintance of the health-seekers there, one of whom had evolved a tooth paste.

When he brought it to me I tried to discourage him. It was a technical proposition and I did not see a way in which to educate the laity in technical tooth paste theories.

Moreover, he insisted on a fifty-cent price when twenty-five cents had been usual for a tooth paste.

But he was persistent. So I finally agreed to undertake the campaign if he would give me a six-months' option on a block of the stock, which he did.

I read book after book by dental authorities concerning the theory upon which Pepsodent was based. It was very dry reading. But in the middle of one book I found a reference to those mucin plaques on the teeth which I afterward called the "film." That discovery gave me an appealing idea: I resolved to advertise the tooth paste as a creator of beauty; as a weapon with which to deal with that cloudy film.

The natural first thought with a tooth paste is to advertise it as a preventive, but my long experience had taught me that preventive measures are not popular. People will do anything to cure a trouble, but little to prevent it. Countless advertising ideas have been wrecked by not understanding that phase of human na-



No analysis country and the first of the Analysis of the Analy

NOW dent (horsites to a success the forms on teel holder forms on teel healer and quantable in him humbing will in humbing will be casefully comba-

form on teeth as the third enemy of healths teeth and guin. The apublishment of the ap

Send Coupon for 10-Day Tube Free

remove a no goale salest to examel.

At the same must also for this going—
Proposeder provides for this purpose the most recent details to longer in purp reference are not exist. Perioderic also multiples the salest salest a salest the artifact of other wise. At the salest most always must be exist. At the salest most along much act or a best form.

It multiples the salest in the along the along a salest most along a salest most action.

Thus combute starch deposite which might otherwise territorists depreted and form acids.

Another method known to present day settence embodies protective agents like those construction. The protection of the construction

Press Accept President Test
Send the composition a 10-day tuber. Breath
fresh this was to 110 days. Note those
coughly film in reso. of Their tests gradually
lighters as fifth, an open Them Jet 10 mights
manager the goins scutch Deposition, using some
finger (c)—the goins them should part to from

At the end of that tone are believe you still gee, that next to regular dental care, Pepons and the quality for the provides the stimus.



PEPSODENT

ture. Prevention makes but a slight appeal to humanity in general.

Then I was urged to present the results of neglect, the negative side of the subject. But I had learned that repulsive ideas seldom won readers or converts. People do not want to read of penalties. They want to be told of rewards. People want to be shown the ways to happiness and cheer.

THAT point is important. Every advertising campaign depends upon its psychology. Success or failure is determined by the right or wrong appeal. Scores have tried to scare people into using a certain tooth paste; not one has succeeded, so far as I know, save when the appeal was made to troubles already created. People give little thought to warding off disasters. Their main ambition is to attain more success, more happiness, more beauty.

I recognized that fundamental principle. I never referred to disasters; I never pictured the afflicted. Every illustration I used showed attractive people and beautiful teeth.

But there were many more points to consider. Some I had learned through previous experience; some I had to learn in this line. We keyed every advertisement by coupon; we tried out hundreds. Week by week the results were reported to me and with each report came the headline we employed. Thus I gradually learned which headlines appealed and which fell flat.

I learned that beauty was the chief appeal. Most men and women desired to be attractive. When I could offer a convincing method they listened to my arguments. So I came to feature beauty.

But I learned something else: The man who argues for his own advantage is usually disregarded, often scorned. This is particularly true of any subject pertaining to hygiene.

When I urged people to buy Pepsodent, I was met with apathy. When I asked them to send ten cents for a sample they almost ignored me; so I was forced to try altruistic advertising. The sample was free. The whole object of the advertisement was to induce a test for the good of the persons concerned. I never mentioned that Pepsodent was for sale; I never quoted its price. My entire apparent object was to prove at our own cost what Pepsodent could do.

This experiment brought another revelation. With most products, like food, the word "Free" had been appealing. It had multiplied the number of our readers. The offer of a sample seemed to be a natural way to sell.

But when we came to something pertaining to hygiene, the psychology of the public was different. We were professing to offer people benefits of great importance. When we featured a gift, like a breakfast food, our generosity minimized our own importance. It made us traders, simply seeking to sell, not scientists seeking to benefit others. When

[CONTINUED ON PAGE 58]



How to Get Newsy Pictures For Your Advertising

By Walter H. Gardner

Advertising Manager. Caterpillar Tractor Company, San Leandro, Cal.

N oil well catches fire! Multi- and hardly ever does he submit it to curb the waste and shut off the hazard. A tractor wades into the danger zone and drags away debris and refuse so that the fire fighters can start work. The heat is too great for horses; the ground is too soft for wheels—but a priceless picture for the advertising manager of the tractor company.

But ninety-nine times out of 100, such pictures of action are never taken. The opportunity passes before someone thinks of a camera. The salesman who sold the equipment has left and even if he were on the job, his little camera would not be sufficiently accurate. The owner of the equipment is too busy working to bother about taking pictures. If he does take one it probably shows himself or his son or his dog in the foreground. The local photographer, more or less alert for opportunities for business, has no one to tell him when there is an interesting bit of action going on. It is only by luck that he happens to shoot a good view

farious efforts are made to the advertising man who is always eager for performance photographs.



Action—this is a snap shot and the dirt is really being moved

The backbone of the Caterpillar Tractor Company's advertising is a pictorial presentation of un-retouched action views taken in the field. These pictures offer a vivid proof that "Caterpillars" are widely used and that at one time or another they have conquered for someone else the conditions that a prospective buyer faces. Considerable effort, time and money have been put forth to secure these action pictures.

One of the illustrations on these pages illustrates the tractor at a burning oil well. This picture was possible because the local representative telephoned a nearby commercial photographer to go out and take a picture and send the bill to the home office. The only effort that the local representative put forth was a telephone message. He had neither responsibility nor a bill to pay. The local commercial photographer on receipt of the telephone message knew that he had a firm order and that his bill would be paid—and he knew exactly where to go and what to get.

The photograph is the foundation of many an advertising campaign of

today. Views taken of a product in the factory or studio are easy to get—but action pictures are usually a matter of sheer luck. For when the product is doing something interesting, the camera is likely to be absent. The story of how the Caterpillar Tractor Company secured an adequate supply of action pictures may supply suggestions to others with similar problems.

A four-page letterhead was prepared on the inside pages of which were displayed typical views, both good and bad.

There was a warning against the most common mistakes made in selecting photographs:

1 Show the driver intent on his work not self-consciously learning in his elbow smirking into the camera

Show work -- not merely the

2. Show work -- not merely the machine (that can be photographed at the factory).
3. Show the driver in his sent—otherwise the machine looks like an abandoned derelict
4. Eliminate bystanders—specta-

1. Eliminate hystanders—specta-tors and onlookers suggest the wrong thought to a man who is buying a machine to reduce labor

With a series of special letters typed on the first page this letter form was sent to

A. A national list of commercial

photographers.

11 Amateurs that answered advertisements in national photographic magazines

All "Caterpillar" dealers and salesmen D Free lance contributors to trade publications

The letter made an appeal for action views—it offered to pay a fair price (up to five dollars) for a negative and one print of all accepted pictures.



Team Work Put the Camera on the Job to Catch This Scene of a Tractor at a Burning Oil Well

The entire organization of "Caterpillar" dealers (there are about 109 of them) was asked for the name of the best photographer in each territory. A letter then went out to these selected photographers somewhat as follows:

"Here's an order for some pictures of operating "Caterpillars." Some bright day when work is slack call up the "Caterpillar" dealer there was inserted his name and address) and ask him the best op-portunities to secure active pic-tures. Go out and take two or three views showing the work that is being done and send negative, one print and your bill to this office."

Gradually invaluable connections have thus been made on a three-cornered basiscompany, dealer and photographer working together. Photographers and dealers have learned what the advertising manager wants. The dealer is under no expense and the photographer finds little red tape.

Salesmen armed with cameras often contribute useful views. The same four-page letter sent to all the newspaper and commercial pictorial agencies has brought results. The United States Signal Corps has supplied many tractor pictures and the company maintains at its head office a photographic expert who makes trips to various parts of the country from time to time on special assignments. Various free lance contributors to technical magazines have received an appeal typed on this same four-page letter form. Some of the most unusual views

have come in from these field scouts. Here are some additional tips taken from the lore that has been

collected:

The safest way to get a picture in action is to stop for a moment to insure sharp focus—the only difficulty being to hold the driver in a business-like pose.

Occasionally a snap shot actually gets over the idea of motion—falling dirt shows as a blur.

a blur.

pays to be generous with a photog-[CONTINUED ON PAGE 67]



Now I'll Tell You Why We Never Advertised

By a Director of a Fire Insurance Company

OR upward of twenty years I have been a director of one fire insurance company, and for lesser periods of several others. Probably for fifteen years I have served as a member of these companies' executive and finance committees, some of which meet five times per week and others but once.

None of these companies does any general advertising. Not that we have never thought of advertising. We have. If we hadn't of our own volition, interested space solicitors and agencies would have allowed us no chance to overlook "the advertising opportunity," Never—so far as I can recall after fortifying

memory by questioning the active executives of our companies—has one of these gentlemen distinguished fire insurance from tooth pastes when he talked of advertising. Agencies big and agencies little have submitted schemes and laid before us elaborate contracts, but no agency has comprehended enough of fire insurance, from the underwriting standpoint, to arouse our interest to the extent of a second interview.

Those who try to sell us advertising go rushing to the conclusion that if they produce a greater volume of business (which, with us, means premiums) for us, the advertising will be warranted. Our companies want to grow. We want to earn more for ourselves, of course. But the more we consider advertising as a means to greater profits, the more we believe that general advertising would be utterly ruinous. It would bring us too much business that would entail a loss. It might even bankrupt us.

I am not sure that within the limits of an article I can make clear the reasons why we have never advertised. Other fire insurance companies must face the same conditions. At any rate, it is notable that they do no advertising—with the prominent exceptions of a little hand-

Editor's Note

THE writer of this article is a man of wide experience in the fire insurance field. The situation he describes here is an unusual one peculiar to this particular business and little understood in other circles. In relating fire insurance to advertising, the writer stresses some vital facts which should be better understood by advertising men generally. For a long time there has been a feeling that the great businesses of insurance and advertising should become closer associated to mutual advantage. We submit this article and the one to follow in the belief that such closer association can only be achieved through a clearer understanding of the divergent problems of the two businesses

I'ul of companies that are so rich and so old as to be beyond the hazards of younger companies, like ours, that are compelled to watch their reserves every time a sudden upward bulge in premium income occurs.

Remember, please, that I am talking about fire insurance. I am not considering life insurance, or accident, or theft, or automobile.

EVERY business plows up a new crop of problems when it expands. Additional capital and new buildings, with more executives to handle them, are common by-products of adding more acres to the factory. Borrowed money is accepted as a matter of course. But the growth of income from the expansion quickly yields bigger profits. The loans are wiped out, the dividend rate goes up, bonuses are lavished out at Christmas time, and everyone smiles to think of the bigger and bigger volume of sales.

Not so with a fire insurance company. Our "reserves" check quick growth. Unless we are able to make "provision for the legal reserve" for the new business, some state insurance department quickly brings us to task. Failure to satisfy them means that we are out of business.

It is the law—and the law is al-

together right and necessary

that a fire insurance company shall hold in liquid form (cash, securities of "admitted" grade, accounts receivable of less than sixty days' dating or loans of "admitted" nature) a certain portion of premiums received. The reserve is a protection to the policy holder that losses, if any, can be paid. Without adequate reserves the policy holder would be without the thing he buys when he pays the premium: namely, assurance that "the company is good for the loss."

An insurance premium is paid by the policy holder at the beginning of the period. Fire insurance policies run

for a period of one to three years, occasionally for five. If, as an example, the insurance company were permitted to expend the premium income as it chose, an unscrupulous company would use the money (or possibly lose it in losses by fire) during the fore part of the period. Should the policy holder sustain a fire, say, during the eleventh month of his year's contract, the company might be without funds to meet the loss. In such a case, the policy holder would be out the premium he had paid and also recover nothing to offset the loss which he had insured. Thus governmental supervision over fire insurance has safeguarded the

To be a bit more concrete. If fire losses average 60 per cent of premium income (a low average for the United States), and if expenses of management amounted to 35 per cent (a fair basis), the underwriting company would have, for net profits, 5 per cent of premium income. For a manufacturing concern a net of 5 per cent of gross sales would warrant indefinite expansion. Advertising to hasten big volume would surely be logical.

But the fire insurance company, let us estimate, is by law required to hold in the "reserve" 50 per cent of

[CONTINUED ON PAGE 76]

Next Steps in Advertising Production

The Possible Gain to Be Secured by Polishing Technique Is Not to Be Compared with the Possible Gain from Co-ordination

By Henry Eckhardt

advertising business. Sometimes the speculations lead to discoveries. Perhaps this speculation is a discovery. Perhaps it's only an echo of thoughts I've read elsewhere and put down in my a-b-c fashion for personal comprehension.

Every business, I suppose, has its ages or periods of development. Unfortunately, these periods are usually not recognized until they have passed. Contemporary noses are all too close to the grind-stone.

What period is advertising passing through right now?

The answer flashed on me recently. This is the age of technique.

As I said above, perhaps this thought is the result of reading "Whither and Why" articles by Dean Calkins and Professor Updegraff. Yet, it persists in interesting me.

For the last decade or so, various branches of the advertising profession have been bending all their talents along highly specialized lines,and each has been developing a technique for its particular specialized line.

Thus, one branch has concentrated on publication advertising. I mean the advertising agency. Look at it unemotionally and see how it is set up. There is a media-man, chosen for his knowledge of magazine and newspaper circulations. There is an art director and his assistants, chosen for their ability to create distinguished "pages" and dominating "spreads." There are copy people, to whom the height of human bliss is a "human document" or an "atmosphere poem" in the Ladies Home Journal. The other departments exist chiefly to ease the way for and to follow-up on the results of this publication advertising. This specialized development of the agency has been very natural and very necessary. The

T'S fun to speculate about this agency chaps have accomplished a job that is the life-saver of the whole advertising business—they've made people like to read ads. The point here is that they've run pretty much the whole gamut of publication expression, from the story type of advertisement to the poster type, from the color spread in magazines to the inch card in newspapers. They have created a very successful, workable technique, and brought it to a very high point.

> NOTHER group has concen-Atrated on printed advertising. These chaps are responsible for the discovery that "paper is expressive." They do fascinating tricks with folds. They add nuances and shading to advertising messages through the processes of printing. Of course, there are agencies which do highly creditable direct-mail, but I am speaking now of direct-mail technique.

> It wasn't until direct-mail technique arrived, and direct-mail specialists began to specialize, that the mailing list was taken seriously that "follow-up" was worked outthat such questions as return postcards, one or two cent stamps, were answered with intelligence—that an appreciation of obtainable results was formulated.

The direct-mail department or organization has not reached the heights of specialization which the agency has attained. Yet, we have chaps who know which papers are expressive,-who know all the intricacies of lithography, off-set, gelatine processes, — who know the practical sizes to use and the economical methods. We have the direct-mail art department, clever men thinking in terms of booklets, folders and covers. We have letter specialists and booklet specialists.

In short, direct-mail, too, has defi-

nitely arrived at its technique stage. The Direct-Mail Association says so in its annual convention. The indefatigable direct-mail solicitor says And we must agree that directmail technique has been carried to a pretty fine point.

A third group has been developing posters and car-card advertising. This branch has kept aloof and alone. The car-cards, for example, are largely concentrated in the hands of powerful companies, such as Barron Collier, Inc. The posters are coming more and more into big combinations, such as the General Outdoor Advertising Corporation. Both car-card and poster men are set up to handle or perhaps to spend, an advertiser's entire appropriation. Ask any of their representatives. Their art departments design in poster size. Their copy departments write in flash style. These efforts are ably seconded, and often inspired by specialists in litho houses. These litho houses go a step further-into window displays, cut-outs, packages. The intricacies of cut-outs and window displays require an education all their own-from the inception of an idea that lends itself to practical manufacturing to the final packaging for shipping and setting-up.

So again, we have a set of conditions that tends to build a separate group of specialists; we have these specialists developing a distinct technique—and doing a good job at

The great war gave impetus to a fourth group. I refer to the publicity folk, or rather, as they prefer it, to the public relations counsel. I am fully aware of a hostile feeling in some quarters that the publicists are intruders, parasites, and what Yet we must face facts as we With due respect to find them.

[CONTINUED ON PAGE 57]

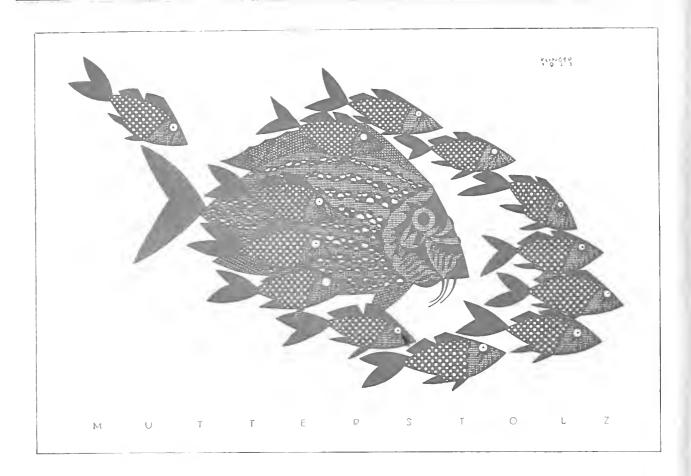


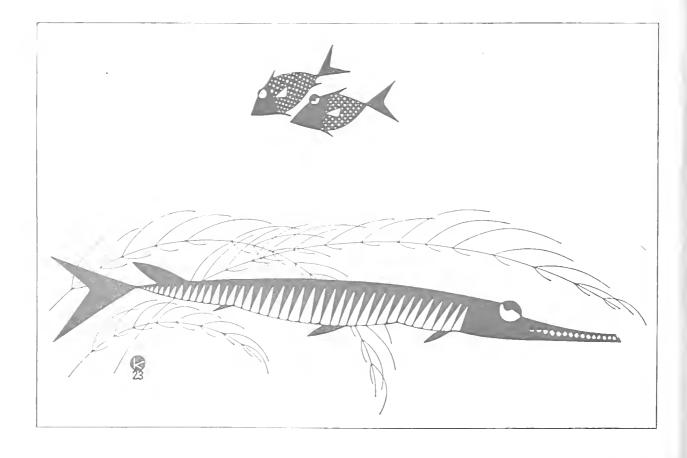
BETTERWAY GROTESKEN AUS POLIERTEN EDELHÖLZERN NACH ENTWÜRFEN VON JULIUS KLINGER

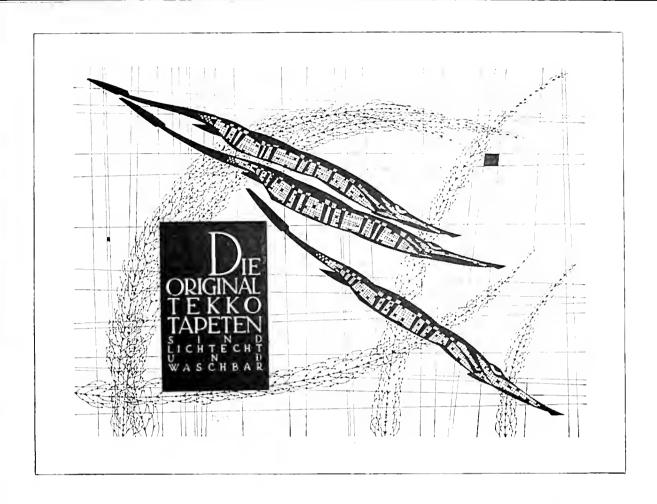


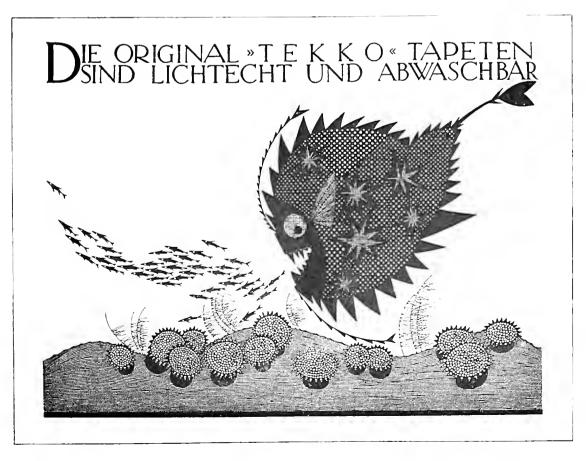
DELICATE and certain in line, bold and virile in mass these designs escape the hideousness indigenous to the bizarre. Their creator, Julius Klinger, master and pioneer of Austrian poster art and today a leader in the famous "Wiener Kunst" movement, has a mastery of the exotic which approaches in conception the astonishing visions of Audrey Beardsley; but more versatile, he escapes the indefinite unpleasantness of the Beardsley work and can produce with light-hearted humor such merry cartoons as those on the next pages. The technique is

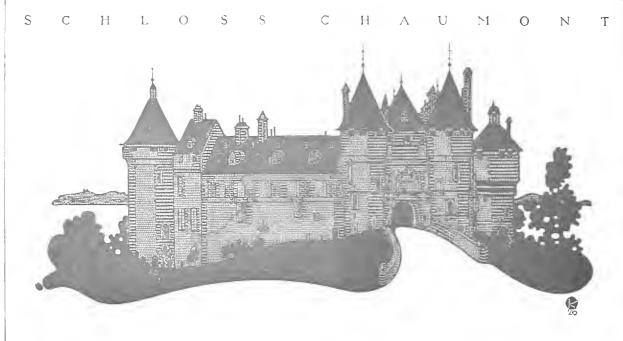
worth a close scrutiny. Made up largely of polka dots and cross-hatching it contains possibilities as a medium in advertising illustration which would relieve that developing art of any charge of hecoming stereotyped. The method is equally effective in prancing charger and tiny fish. While America as a whole has not developed a taste for too great an originality it is a matter of probably but a short time hefore it grows bored with the familiar old and becomes eager for the stimulating new. There are already signs of such a change in mood.



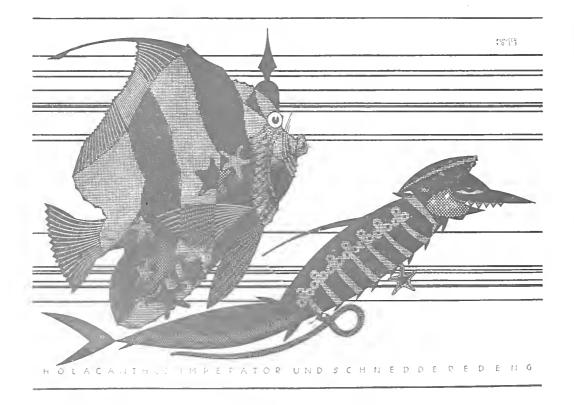








D A S LIEBES D REIECK ARTHUR RUNDT TOURS



Where Speed Counts, the Airplane Scores

By Edgar H. Felix

THE advertiser, ever alert to utilize new means of winning attention, has seized upon aviation with enthusiasm. He has found it useful in focusing attention upon various products and their progressive makers. Some of these pioneer uses of aerial delivery are destined to become permanent services; others are the fantastic conceptions of the publicity seeker and their value is purely ephemeral. The future of aviation depends upon the discovery of economic and specialized services which cannot be rendered as effectively any other way.

The Royal Typewriter Company recently inaugurated the Royal Air Truck Service. The first time this giant three-motored monoplane sailed forth with its load of 210 portable typewriters, its journey was exclusively chronicled in the press. Starting from Hartford, it flew southward to Havana, making deliveries at New Brunswick, Baltimore, Richmond, Savannah, Orlando and Ha-At some of these points, crates of typewriters were dropped from the heavens, dangling from parachutes. They landed safely at the feet of waiting delegations below, while the plane proceeded on its journey without the delay of landing.

Although typewriters are more economically delivered by express, assuring the ultimate abandonment of this special private service, the Royal people have made a permanent contribution by demonstrating the practicability of parachute delivery.

Delivery service by aircraft is no novelty. As long ago as 1920,

two Newark department stores, L. Bamberger & Company and the L. S. Plaut Company, in a u gurated a regular package delivery along the south shore of New Jersey. This service has long been abandoned in fayor of the



CHIEF shipping clerk of the Bausch and Lomb Optical Company of Rochester, New York, turns over to an express company official first air shipment to leave Rochester

more economical, efficient and less spectacular motor truck. In the same way, aircraft will not supplant general express service. The progress of aviation depends upon the development of unique fields of service which cannot be rendered by ordinary means of transportation. Its superiority in speed must fully justify its extra cost.

One Saturday morning, a few

weeks ago, just after the inauguration of the American Express Company's transcontinental air service, the Bausch and Lomb Optical Company of Rochester received a very urgent order from San Francisco. In the ordinary course of business. the goods would not have been under way before the following Monday and would not have reached their destination in less than ten days. By utilizing the air express, the valued package reached the coast at 5:00 p.m. on Monday, two days after the receipt of the order and a full week ahead of railway express. Unusual speed of delivery, in this case, fully justified the use of aerial delivery.

There are many possibilities for the utilization of air express. The sooner these are discovered, the sooner the industry will be established upon a sound basis. As soon as we abandon the use of aircraft as an advertising stunt and develop it along sensible lines, then it will take its place as an important adjunct to American business.

One of the problems of maintaining nationwide service organizations for mechanical products, such as motor cars, typewriters, dictaphones, cameras, motion picture machines, telephones and similar machines, consisting of a considerable variety of parts, is to establish a sufficient number of well stocked supply and repair depots. Either hundreds of service stations, equipped with thousands of dollars' worth of parts, must be established, or the buyer must suffer the inconvenience of waiting for parts from

distant service and supply depots. Large amounts of capital are tied up in service stocks, pay rolls must be met and rents paid to make good the promise of nationwide service.

By means of aircraft express, consid-

Table showing comparative rates of air and railroad transportation

	Air			-Railroad		
	Time		Time			
	Hr.	Min.	Fare	Hr.	Min.	Fare
Chicago to San Francisco	22	40	\$200.00	6.8		\$79.84
New York to Boston	3	5	30,00	5		8.24
Portland to Los Angeles	11	1.5	113.50	3.9	3.0	40.88
Salt Lake City to Los Angeles	7	1.5	60.00	3.0		28.05
Chicago to Minneapolis	5	5.0	40.00	12		14.66
Chevenne to Pueblo	3		25.00	8		8.16
Detroit to Grand Rapids	1	4.5	18.00	4		5.49
San Diego to Los Angeles	1	10	17.50	3	3.0	4.55

[CONTINUED ON PAGE 48]

Merchandising Helps Newspapers Offer

By H. A. Haring

HE inexperienced advertiser is obsessed with a belief that good copy, printed in the right publications, will effect results, in and of itself.

Of the many smokestack owners clinging to this delusion, one comes to mind who has been spending \$800 a month advertising his dairy A shelf equipment. behind his desk held eleven books relating to advertising, each of which when examined revealed his pencilings and comments as he had labored through the pages. As a result of reading them he is of this opinion:

"None of the books says what you tell me. They're the best published. They give all the psychology of copy, and hundreds of samples of copy that pulls, and the authors

explain how to stop the reader's eye; but they don't say what you've been saying. The stores of this city (100,000 population) run an advertisement Friday night and the women mob the place Saturday morning. I've been spending money for three years, but the orders don't flock to me that way.

"Advertising men, though, come here in droves wanting my account. Every one talks about copy. Most of them bawl me out over my terrible copy, and want to submit samples that'll pull better. But they don't tell me, if it's true as you say, that I'm wasting most of my \$800 a month because I haven't pepped up my dealers to cash in on the ads."

That manufacturer needs a merchandise counsellor. Figuratively speaking, he has been employing a



Ewing Galloway

THE much discussed "man in the street," that common denominator of life whose purse and habits attract so much attention and advice, has his equivalent in all activities not excluding manufacturing. But the small manufacturer, being engaged in a definite occupation, is more conscious of his handicaps and more at a loss as to his possibilities than his theoretical fellow "in the streets" is of his. To help the small manufacturer in his marketing problems, to show him how he can safely advertise and expand, and to point out just when such moves are wasteful or even dangerous, Mr. Haring has written a series of articles of which this is the third. The first appeared in the issue of ADVERTISING AND SELLING for September 21

law clerk for troubles that demand a skilled attorney; that is, he has utilized the services of a copy writer when actually he needs a seasoned agency. "The weakness of the small agency," in the judgment of one advertiser of experience, "is not that it is small so much as that it writes copy and only that."

For advertising, in order to be effective, must be coordinated with selling. The failure to understand this principle is almost as current among non-advertisers as their belief that only the hundred-thousand-dollar campaign is worth while. "Copy," for the advertisement itself, is essential. "Copy," for converting the advertising dollar into many dollars of sales, is but one item of several. Unfortunately for the education of non-advertising smoke-

stacks, too much of the literature of advertising magnifies "copy" while focusing out of vision the greater fundamental fact that advertising is but an adjunct of selling.

The merchandise counsel, however, stresses proper coordination. The good agency does the Publisherssame. magazine, trade, farm, newspaperdespite all their claims as to coverage and creamy circulation and buying habits of readers, do not fail to supplement their perfect typography with and-butter devices to sell the goods. They, quite naturally, emphasize and possibly distort certain values which it is their concern to sell; yet they do not, as equally they dare not, visualize "advertising

copy" as a necromancer capable of doing the impossible.

For the present, we shall consider the merchandising helps of newspapers; that is, the aids available to the buyer of newspaper space, supplied by the publisher, to convert reader interest into sales.

The newspaper conception of an advertisement is that it sells goods. The intangibles of good-will and the vagueness of institutional appeals interest newspaper publishers far less than campaigns to market more domestic heaters.

The newspapers have realized, better than the advertiser and better than the agencies, how vast is the inertia to be overcome if a new product is to succeed or if an old one is to augment its volume rapidly. The newspapers are close to the

[CONTINUED ON PAGE 44]

THE · EDITORIAL · PAGE

Sales and Sincerity

THE Association of National Advertisers is to be commended on the theme selected for its annual meeting, which opens at the Roosevelt Hotel, New York, on October 31.

In the face of all the recent criticism of advertising, criticism which has made the double charge of wastefulness and ethical unsoundness, the A. N. A. proposes to address itself to the topic, "Sincerity in Advertising."

To quote from its program announcement, "The A. N. A. feels that to whatever extent there needs to be an investigation of this subject, that investigation ought to be started by advertisers themselves." And they have had the courage and the graciousness to invite Stuart Chase, co-author of the much discussed book, to meet with them.

This is in line with the best traditions of advertising, and is the broad-minded spirit which can be depended upon to set advertising's house in order to the extent that it needs setting.

And it does need considerable. There is entirely too much bunk and exaggeration and insincerity in advertising. It did not need Chase and Schlink to point out some of it to make it apparent. The men who work in advertising know it well enough.

That is why it is particularly significant that the A. N. A. has taken the initiative in a house-cleaning movement. Its members are in a strategic position; they have the power to revise or veto the copy and ideas, produced in their own advertising departments or by their advertising agencies, that represent their firms in the various media of advertising.

On the one hand, they are faced with the responsibility for making sales; on the other, of guarding the integrity of the businesses they serve. Certainly it is not impossible to reconcile these two responsibilities.

If the members of this association will address themselves to the problem earnestly and in a spirit of determination to make their influence felt, they can accomplish much in toning up advertising and making it more believable and effective.

e×c

16 to 1 in Trade-Marks

PERHAPS it has not occurred to us that a checkup of trade-marks would make a very significant record of the growth of the advertising idea in America.

The number of trade-marks issued in 1900 was 1721, and the number issued in 1925 was 16,118; which is an increase of more than 800 per cent. How remarkable an increase this is may be deducted from a comparison with the increase in patents. The growth in the number of patents issued in the same twenty-five years was only eighty-eight per cent. In other words, the merchandising world was ten times as active and ingenious in devising new articles and new marks as our inventors were in devising new inventions.

As the increase in trade-marks has been particularly a development of more recent years, the possibilities are that the increase will continue on a geometrical

ratio. But more searching analysis indicates that the factors now fermenting in the distribution field will begin to reverse this process. The psychology of sell-ling as well as the economics of business are against a much wider multiplication of brands. With nearly a hundred brands of dentifrice contending in one retail store, the limit of toleration would seem to have been reached.

Not more trade-marks, but better advertised trademarks are needed today.

0.00

Retailers versus Utility Companies

THERE is no mere ordinary significance in the tilt between retailers of electric or gas appliances and the public utility companies. The public utility companies, starting years ago rather gingerly, have now become remarkably able in their campaigns to sell electrical appliances.

So able have they become, indeed, that the retailers with whom they compete are grumbling. The president of The Fair, Chicago department store, among others, has distinctly characterized their competition as "unfair." The argument is that the utility companies do not have profit as their first consideration; that they often sell appliances at cost. Furthermore, they grant credit terms quite uncommercial: sometimes no payment down at all on installment sales. It is not open to much doubt that these public utility retail stores do little more than break even and are maintained primarily to get more "juice" into circulation. The electric refrigerator particularly has been important because it is such a heavy daytime current user. The concerted efforts of the electrical interests aside from dealers have done by far the larger part of the promotion work for electric refrigerators. Even vacuum cleaners are sold most rapidly by means of "resale" salesmen trained and operated by the manufacturer, but turning over their orders to retailers.

Has the dealer a real complaint? We think not. The public utility companies have broken very important new ground which has long been growing a harvest for the dealers to reap and will continue to do so. It is once more proved that the manufacturer's initiative, and the large scale corporation special interest, as in the case of the public utilities, are just a little more important and effective in creative development of consumption than that of the retailer.

@**~**@

Crusading

SINGLE piece of copy that the whole organization knows almost by heart and believes, is worth a whole schedule of beautiful advertisements that only the advertising department pays any attention to," recently remarked the president of a very successful Chicago business.

Selling is a crusade, and the advertising should be the crystallization and picturization of that crusade. The simpler the picture and the cleaner-cut the copy that forms the crystallization, the more effective will be the crusade.

The Story of Tray B-N

How the Hartford Advertising Club Went into the Business of Making and Selling a Product with the Help of an Advertising Agency

By Laurence G. Sherman

Of the Hartford Advertising Club

F course it is no novelty for an advertising club to demonstrate its own wares by staging a fictitious advertising campaign as a part of the club program. But such campaigns are likely to be so obviously imaginative that a good part of their force is discounted through the lack of a tangible product or line of products to use as object lessons. For this reason it should be of interest to any advertising club to examine the campaign recently concluded by the Hartford Advertising Club, in which an actual product, newly invented, was made the nucleus of what is probably the most pretentious educational campaign ever undertaken

A New York inventor recently patented a device to hold beverage glasses or ash trays. It consists of a pair of sockets made in one unit, with a clamp fastener which permits it to be easily fastened to the corner of a card table. Tumblers or ash trays can be placed in the sockets, and so be kept out of the way of the game. At the same time, the possibility of leaving sticky wet rings on the card table is eliminated. A model had been made, but no company had been organized for manufacturing the device, and no plans for merchandising it had been formulated.

by an advertising club.

Here was where the Hartford Advertising Club entered the picture. In searching for an article suitable to use as a text for their educational advertising campaign, their attention was called to the card table glass holder, and immediately its possibilities appealed to the club officers who saw it. The inventor was willing to lend his invention to the club. and five of the club members, as incorporators of a company to manufacture and sell it, went through the ritual of securing an

"option" on the inventor's patent.

At a club meeting the project was discussed and eagerly accepted by the members. The five incorporators formed The Utility Manufacturing Company, the stockholders



No more glasses on the card table

ATTACH this clever double glass holder to diagonal corners of your table and see how much more you enjoy a game of cards.

Your glass can't drip—can't be upset. Out of the way of hands, cards, and elbows—yet just where you want it.

Milton Work says:

"Why didn't somebody think of it before?"
"No w drinks can be served at the card table."

No more wiping up—no accidents—no ruined dresses. Send coupon. Order now.

Enclosed for	Co., Hartford, Conn. nd \$5 for 1 pair mahogany \$2.50 for a single Tray B-N).
Name	
Address	
City	

of which were drawn from the club through regular subscription. Directors were elected, and officers and executives chosen. The matter of company incorporation was thoroughly worked out under the direc-

tion of one of Hartford's leading corporation lawyers, who made a comprehensive job of organizing this fictitious organization. A certificate of incorporation was obtained from the Secretary of State, and stock certificates were issued which would pass muster for the genuine article. The lawyer who worked out this part of the plan gave a clean cut exposition of every move necessary in the incorporation of a company, so that every member understood the whys and wherefores of all the legal phases of this important process.

The atmosphere of the campaign assumed a complexion of the utmost seriousness right at the start. In fact, during the entire length of the program it was difficult to tell where reality ended and fiction began. Perhaps in that fact lay the reason for the extraordinary success of the experiment. There was always the consciousness that a real product was in hand—a product that will be made some day. And back of the experimental atmosphere was the realization that possibly the inventor of the device might utilize the club's experience in the actual marketing of his device.

The matter of a name for the device was carefully thrashed out. All the essentials to be considered in selecting a name were made unmistakably plain, so that there was no likelihood of jauntily manufacturing a so-called clever name out of hand. After a general ballot on the names proposed, "Tray B-N" was chosen. And if "Tray B-N" appears some time in the national market for such devices you may remember it as the

BRUCE BARTON

ROY S. DURSTINE BP ALEX F. OSBORN

BARTON, DURSTINE & OSBORN

INCORPORATED

An advertising agency

of about two hundred and fifty people among whom are these account executives and department heads

James Adams Mary L. Alexander Joseph Alger John D. Anderson Kenneth Andrews J. A. Archbald, jr. R. P. Bagg W. R. Baker, jr. F. T. Baldwin Bruce Barton Carl Burger Heyworth Campbell H. G. Canda A. D. Chiquoine, jr. Thoreau Cronyn 1. Davis Danforth Webster David Clarence Davis A. H. Deute Ernest Donohue B. C. Duffy Roy S. Durstine Harriet Elias G. G. Flory Herbert G. Foster K. D. Frankenstein

B. E. Giffen Geo. F. Gouge Louis F. Grant E. Dorothy Greig Girard Hammond Mabel P. Hanford Chester E. Haring F. W. Hatch Boynton Hayward Roland Hintermeister P. M. Hollister F. G. Hubbard Matthew Hufnagel Gustave E. Hult S. P. Irvin Rob't N. King D. P. Kingston Wm. C. Magee Fred B. Manchee Carolyn T. March Elmer Mason Thomas E. Maytham G. F. McAndrew Frank J. McCullough Frank W. McGuirk

Allyn B. McIntire John Hiram McKee Walter G. Miller Frederick H. Nichols Loretta V. O'Neill A. M. Orme Alex F. Osborn Leslie S. Pearl Grace A. Pearson T. Arnold Rau James Rorty C. A. Rverson Mary Scanlan Paul J. Senft Leicester II. Sherrill Irene Smith I. Burton Stevens William M. Strong William M. Sullivan A. A. Trenchard Anne M. Vesely Charles Wadsworth D. B. Wheeler C. S. Woolley 1. H. Wright

New York: 383 Madison Avenue

Boston: 30 Newbury Street

BP

Buffalo: 220 Delaware Avenue

Member American Association of Advertising Agencies

Member Audit Bureau of Circulations

Member National Outdoor Advertising Bureau

product groomed for the market by the Hartford Advertising Club in the summer of 1927.

Experts on different phases of

sales, production and distribution spoke to the club at several noon luncheon meetings. Elon G. Pratt, general manager of The Smokador Manufacturing Company, gave an illuminating exposition of the obstacles to be overcome by a concern breaking into the market with a product of this sort. Manufacturers spoke on production problems and manufacturing costs. Financial experts treated the business of raising money. And, of course, early in the campaign, the matter of arranging for an advertising agency connection took the center of the stage. Letters were written to eight New York agencies, outlining the plan and asking for suggestions. Seven of them replied; and it is pleasant to record that their responses were most generous and encouraging. The proposition made by The Erickson Company seemed to lend itself best to the needs of the infant company, so that agency was notified that it had been chosen to handle the account. Their representatives came to Hartford, made a study of the situation, and started to formulate a plan and begin a survey.

WHILE The Erickson Company was working on its investigation, Liberty Magazine sent a representative to make a thorough presentation of Liberty's advantages as a national advertising medium. The reasons back of every distinctive feature in Liberty were convincingly demonstrated, and the club members carried away with them an entirely new conception of the thought that is back of every feature of a modern magazine.

In its field investigation, The Erickson Company sent out a questionnaire to several hundred women. It covered the possible desirability of Tray B-N in the home. It approached the matter of serving liquid refreshments at bridge parties, and the feasibility of having a device such as Tray B-N on the tables. elicited information on prices that people would be willing to pay. It sounded out the question of whether Tray B-N was appealing as a gift, the finishes preferred, the logical places at which it would be sought; i.e., department stores, gift shops, or the like. It even went into the matter of frequency of card parties in the home, and whether refreshments were served when the family entertained itself at cards, or only when there was company. When the returns were all in, the agency had an excellent bird's-eye view of the possibilities of marketing Tray B-N. From the tabulated results, they were able to present a plan



which is beyond question the most complete of anything of the sort ever made for a mere educational program of an advertising club.

On Sept. 13, Justin R. Weddell and Earl G. Donegan of The Erickson Company came to Hartford and presented their recommendations. They brought fifty copies of their plan, which was elaborately prepared. It filled sixty pages, and was bound in attractive cover stock, tied with silk cord, and the front cover was embellished with a handsome

gold and black title plate. The diagrams, many well printed pages, and excellent halftone illustrations, were good examples of the lengths to which the agency went in working up the campaign.

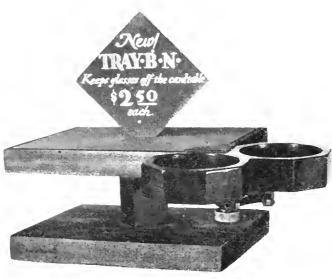
The information gained from the questionnaire disclosed the fact that two dollars and fifty cents for each separate Tray B-N, or five dollars a pair, was a fair price, as weighed against the probable cost of manufacture. On this basis, the quantity

production necessary to permit sales at such a price was worked out; and a three months' budget was prepared, contemplating the manufacture of a sufficient number of units to insure a profit at the price fixed. Direct mail and national advertising were included in the schedule, which called for \$30,000 the first year. In the matter of dealer sales helps, the agency brought up some suggestions for packaging and counter display, which are illustrated. The counter display in particular is a most ingenious affair which simulates the corner of a card table with a Tray B-N attached. This display stand is inexpensive, but would be tremendously effective; particularly if the dealer took care to have glasses containing actual beverages set in the sockets.

THE space in national magazines is kept limited to one column by five inches, for people who buy by mail are influenced as much by small space as they are by big display advertising. The appropriation of \$30,000 would take care of the national advertising and of several direct mailings to gift shops, department stores and other retailers who might be good "prospects" for Tray B-N.

In the section of the plan devoted

to advertising copy, several different types of appeal are shown in layout form, Testimonials, reason-why, social prestige, enjoyment in use, and free trial were all used and tested on different The appeal segroups. lected as being most effective was the "No more glasses on the card table" approach, combined with the testimonial idea in the form of a subordinate illustration at the bottom, and a statement purporting to come from Milton C. Work, the eminent bridge authority, regarding the advantages of [CONTINUED ON PAGE 51]



RailwayAge

Railway Signaling



Spending Money Today to Save Money Tomorrow

The policy of spending money for materials and equipment that bring about operating economies has proven mighty profitable to steam railways in recent years. Every indication points to a continuation of this policy and to large purchases of railway equipment and materials during 1928.

The five departmental publications that comprise the Railway Service Unit can aid you materially in reaching this important market. These publications select the railway men you want to reach, for each one is devoted exclusively to the interests of one of the five branches of railway service.

Simmons-Boardman Publishing Company

30 Church Street

New York, N. Y.

105 W. Adams St., Chicago Mandeville, La. San Francisco

6007 Euclid Avenue, Cleveland Washington, D. C. London

Forty-Two Editorial "Don'ts for Catalogue Writers

By O. H. Hurja

President, Hurja, Johnson, Huwen, Inc., Chicago

ERE are the forty-two editorial "don'ts" that _served so effectively as a basis for the preparation of all catalogue "copy":

1. Use of the words "warranty" and "warranted" absolutely prohibited in connection with any merchandise.

2. We have no "cures" for sale. They are all remedies.

3. The use of the word "guarantee" and mention of or reference to any of our guarantees is restricted to special cases only. Never use the style: guaranty. Our guarantee is intended stand for something, and the more times it is mentioned the less value is placed upon it.

4. Use the hyphen (-) in such cases as: 2½-lb. jar, 6ounce bottle, five-pound bag,

8-day clock.

Do not use the hyphen when you write: five pounds, six ounces, ten cents.

5. Use the hyphen in such cases as the following: First-class goods, high-grade machinery, nickelplated handle, cast-iron pipe, popular-priced velvets, key-opening can.

Do not use the hyphen when you write: The stock is high grade; it belongs to the first class; the pipe is highly nickel plated; the pump is

made of cast iron.

6. "Free." We don't give merchandise away free. Provision is made in the selling price for any socalled "free" articles. Use of the word free is prohibited in connection with all of our catalogues, except Wall Paper Sample Book.

7. Avoid too frequent use of "we." "us" and "our." Try to keep the customer in mind always and use "you" and "yours" as much as con-

venience will permit.

8. Where there are a number of sizes, colors or styles from which to choose, use the word "or" instead of "and," as "or" offers no possibility

Author's Note

OME years ago it was my privilege to see the Dinside workings of the catalogue department of one of our large mail order houses, a type of business whose great success depends entirely upon the contents of the catalogues used. A study of the editorial rules followed by that firm will give the outsider a better understanding of why the catalogues of such houses have been so successful, and will point out to the uninitiated some of the basic principles for success in selling with the printed word.

Each catalogue writer in the organization 1 have mentioned was supplied with a list of "don'ts"; but to make doubly sure that the "eopy" would be in keeping with the established editorial policy, a separate "eatalogue editorial department" was maintained. The editors in it would go over every piece of copy

and edit it with great care.

It is interesting to note their strict adherence to the policy of "truth in advertising," the elimination of "eatch" stunts revolving around the word "free" and the treatment accorded by them to "eures."

> of confusion and is the correct word to use where choice is to be made. Example: Colors—Black, Blue or Green instead of Black, Gray, Blue and Green. Sizes—36, 38, 40 or 42 instead of Sizes 36, 38, 40 and 42.

> 9. Use the comma in all such cases as the following: Weights, 16 to 20 pounds; Weight, about 10 pounds; Weight, when crated, 10 pounds; Shipping weight, boxed, 10 pounds; Dimensions: length, 16 inches; thickness, 13 inches; Height, 16 inches. Length, 12 inches. Width, 16 inches.

> 10. Whenever possible, use this when giving dimensions: Height, 10 inches. Width, 4 inches. Length, 16 feet. Do not use this method: It is 15 inches high, 4 inches wide, etc.

> 11. Don't say "our" factory unless it really is owned by us. It is correct to say "our" factory in connec

tion with our wall paper factory, for it is owned by us.

12. Use quotation marks only when necessary. Their use in connection with trade marks and brand names is in most cases unnecessary. About the only times when they are necessary in this respect are when such brand names are used as: BEST, OUR, etc. Then it is correct to write: "BEST" SOAP or "OUR" BRAND COFFEE. Quotation marks often give the impression that it is questionable. Note: This is "Peerless" quality.

13. Doubtful uses of the comma. When two adjectives precede a noun, it is often difficult to decide whether it is best to put a comma between them or not. Our rule is to omit the comma when in doubt. It is best to write: sweet fruit," "Pre-"Fine served ripe figs" instead of "Fine, sweet fruit," "Preserved, ripe figs." When the

second adjective is closely related to the noun, the sense so separates it from the first adjective that no

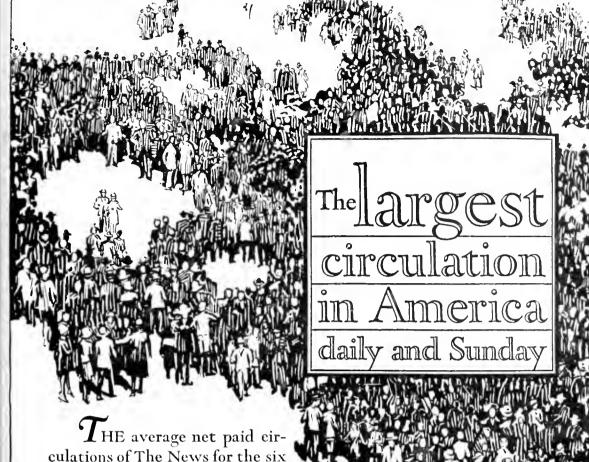
comma is required.

Weights, 14. Shipping weights. shipping weights, approximate weights should be given for every article in the catalogue. Pit and factory items generally have the shipping weight, while shelf items have only the weight. The exceptions are items that require special packing. Do not bury in description, but show plainly.

15. Factory shipments. The factory from which shipment is made should always be noted directly underneath price lines. Use this form: Shipped from factory in Northern Illinois, instead of Shipped from Northern Illinois Factory or Shipped from Factory, Northern Illinois.

16. In the description of any item where more than one size, style,

[CONTINUED ON PAGE 54]



THE average net paid eirculations of The News for the six months period ending September 30, 1927, as reported to the Post Office department, were

DAILY . . . 1,208,994 SUNDAY . 1,374,081

These are the largest circulations, daily and Sunday, in America

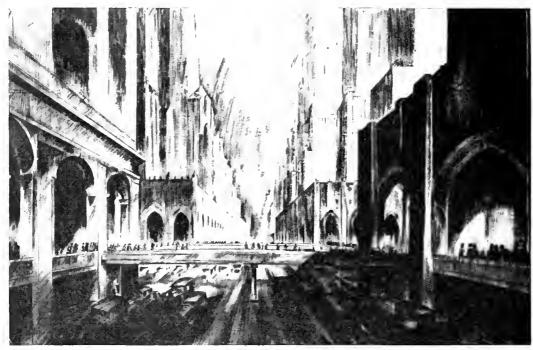
ALSO; September shows a monthly average of 1,381,023 copies Sunday; and 1,253,442 Daily. The daily circulation passes the million-and-a-quarter mark for the first time. And more than a million copies were *City* circulation (1,010,161)' AGreat medium for America's Greatest Market.

THE NEWS

New York's Picture Newspaper

25 Park Place, New York

25 Park Place, New York Tribune Tower, Chicago



© John Wanamaker

The Next Great Invention—What Will It Be?

By Christopher James

HAVE a grand-daughter, not yet six years of age, who, whenever the fancy takes her, goes to the telephone and calls up her father. She thinks no more of it than of brushing her teeth or drinking a glass of milk.

Her brother, who is two years older than she, will, if you ask him to do so, "catch a concert" for you on the radio. Just say to him "Buster, let's have WGY." Thirty seconds later, he has it. Seated on the verandah of his home, he can "name", with almost absolute correctness, every automobile that passes. "That's a Packard", he will tell you—or a Ford or a Dodge or a Chrysler, as the case may be. Not once in twenty times does he make a mistake. And he knows-how he found out is quite beyond me—that the Franklin is air, not water-cooled.

He knows the difference between a dirigible and an airplane, and his acquaintance with the great ones of the screen is almost as extensive as mine.

This mechanized world of today isn't a bit strange to him. He ac-

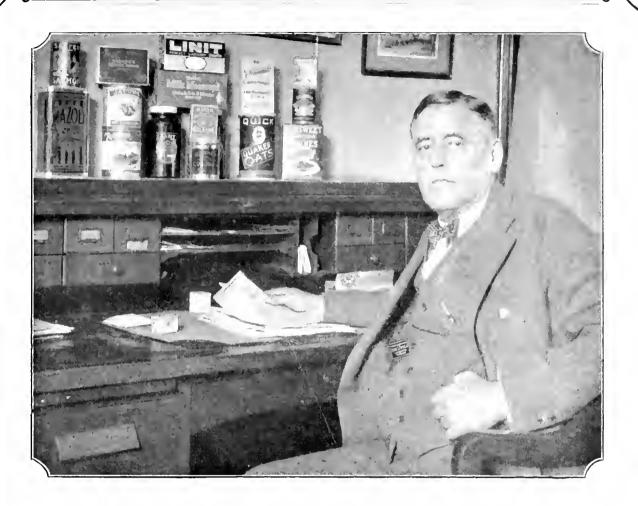
cepts it as though it always had been. Never, apparently, does the thought occur to him that it is in the least respect different from the world in which his father lived as a boy—a world in which there were no automobiles, no radios, no motion pictures and no airplanes. When I told him, as I did not long ago, that I was fifteen years old before I ever saw—let alone talked through—a telephone, he looked at me as though he knew I was lying.

YET the facts are that Alexander Bell produced the first practicable telephone only fifty-two years ago; that, as recently as 1900, there was not a single automobile in existence; that the radio is not yet of age and that airplanes are so new that the varnish is hardly dry on the first one that winged its way toward the sky.

Vast industries have been built on these inventions—not one of which, with the exception of the telephone, is twenty-five years old. The General Motors Corporation is the largest industrial unit in the world. The American Telephone and Telegraph Company is not far behind. The radio has not yet found itself, though almost certainly it will. The motion picture claims to be—is it the third or fourth or fifth most important industry? The airplane is making rapid progress, but at a cost in human life which seems disproportionate.

The point I wish to make is that these industries are new. With the exception noted they have been born since 1900. And with no exception, they are the fruit of the minds of men who led hermit-like lives. Alexander Bell was laughed at as a visionary. Of him, men said, "He thinks he can send sound over a wire! A When the inventor of the wire!" talking machine showed his first crude model to an advertising agent, he was informed that it was only "an amusing toy" and that it had no advertising possibilities. The men who wrestled with the problems of building the first self-propelled vehicle, the first heavier-than-air flying

[CONTINUED ON PAGE 80]



"We always receive wholehearted cooperation from The Des Moines Register and Tribune when we are introducing an advertised product to Iowa jobbers and retailers."

OTIS G. LOVE Love Brokerage Company Des Moines, Iowa

Representing: Quaker Oats Co.; Corn Products Refining Co.; Knox Gelatine; Sun Sweet Prunes; Franklin Bakers Coconut; Domino Sugar; Junket; Colgate & Co.'s Fab and Octagon Toilet Soap.



The circulation of The Des Moines Register and Tribune for August averaged 223,003 net paid---99% in the state of Iowa. Most thorough trade territory coverage of any middle western newspaper.

The Business Trend Since 1921

By Dr. Julius Klein

Director, Bureau of Foreign and Domestic Commerce

T may be interesting, as well as profitable, to review briefly some of the episodes that have marked the past six years. In the first place, it is evident that some of the lessons of mass production are being applied with increasing intensity to mass distribution. The chain store system has notably expanded, as, for example, in foodstuffs and shoes. In the latter line it is estimated that only forty per cent of the retailing is now dependent upon jobbers, the remainder having displaced the services of these middle men as the result of mass retail selling by producers. Incidentally, the trade has been vitally affected by the transformations that have been going on in our everyday habits as the result of the increased use of automobiles, and footwear in general is therefore notably lighter with a wider range of fancier styles than hitherto.

This factor of the greater spread of the automobile has also reacted upon the trade in farm equipment, which since 1921 has very noticeably gravitated toward more tractors and better farming machinery in general

With reference to post-war style changes, the textile industry has, of course, felt this element to an unusual degree, as is evidenced by the growth of rayon production in this country from 1,566,000 pounds in 1913 to nearly sixty-six million pounds last year. This has by no means involved the elimination of the silk trade; our silk imports have increased from about twenty-six million pounds in 1913 to over sixty-six millions last year. It has been, of course, the cotton goods trade which has felt this shift particularly, but even in that line there have been many plants which, under the direction of alert executives, have readjusted their output so as to capitalize new industrial uses for their wares instead of relying solely on the apparel trade. In fact, the experience of this trade since 1921 illustrates to a peculiar degree the absolute indispensability of intimate familiarity on the part of the manufacturer with the shifting needs of his ultimate market. The autopsies and clinics that have been held over casualties in this trade have revealed all too frequently as the cause of their disasters an entire lack of effective intelligence service on market changes and consequently total unfamiliarity with the almost kaleidoscopic changes in the requirements of the consumers of these lines.

The electrical industry has, of course, afforded another illustration of striking changes since the war. The great increases in combustion engines both for transportation and industrial uses have stimulated the electrical industry to much keener efforts toward better merchandising, one notable feature of which has been a remarkable development in aggressive advertising with evidently satisfactory results. Likewise the development of certain new lines such as electrical refrigeration, which was almost unknown on a commercial scale six years ago, has served as a further stabilizer of the industry. Incidentally, in this field of electrical development our telephone wire mileage has increased from about eighteen million in 1915 to approximately fifty-one million in 1926, to say nothing of such fantastic. de luxe flourishes as the opening of the trans-Atlantic telephone ser-These figures alone indicate the astounding advance that has been made in the facilities for speeding up business; time is money and the telephone industry has done its part during these recent years in making a vital contribution toward the saving of invaluable hours and days in commercial negotiations.

THE lumber trade likewise has felt the pressure of competing substitutes such as fiber and various metals, and has answered this drive through more intensive efforts on the part of its trade associations and in the highly commendable activities of the National Committee on Wood Utilization.

Certainly one gratifying feature of our industrial history during these past few years has been the unwillingness on the part of its leaders to take anything for granted. One good

example of this is the toy industry, which has by no means assumed that the exclusive habitat of Santa Claus is the North Pole, Nuremburg, or some other remote foreign point. Our production of toys in 1925 exceeded seventy-five million dollars in value, which was approximately twice that of Germany, our nearest rival in this industry. A striking feature of this development has been the introduction of entirely new ideas, styles and types, particularly in mechanical toys and more lifelike dolls.

A^N outstanding example of an in-industrial change of truly dramatic quality during these eventful years has been the motion picture industry, which has not the remotest resemblance to its status in pre-war days. The post-war era has entirely revolutionized its practices and technique, to say nothing of the vast capital investment, which runs in excess of one and a half billions in the picture theaters alone, and this sum will be increased during the coming year by more than three hundred million. It is no wonder that with its enormous mass production and outlet the American industry has been able to dominate seventyfive per cent of the world's commerce in this potent trade-promotive element. Incidentally, thirty per cent of the revenues of the American distributers now come from their foreign operations.

A conspicuous post-war development has also been evident in water-ways transportation, as is evidenced by the expansion of the federal barge line operations on the Mississippi and Warrior rivers and the active interest in improvements throughout the central valley and for a deep waterway from the Lakes to the northern Atlantic.

Turning to foreign trade, it will be recalled that there were widespread prophecies immediately after the war that we would soon be overwhelmed in every one of our overseas markets under an avalanche of returning European competition. The experience of these years has completely belied such gloomy forecasts. Even at the bottom of the pit

Excernt from an address delivered before the annual convention of the Associated Business Paper Editors, Chicago.

[CONTINUED ON PAGE 67]



"Let's see your Circulation Prospect List"

If you really want to get the "inside" on any publication, tiptoe past the advertising salesman; ignore the research chief; eschew the editor; high hat the publisher, and go direct to the circulation manager. Whisper to him, "Let me see your prospect list."

From that prospect list you will learn more about that publication in an hour than you could elsewhere in a day.

It will tell you

- (a) What kind of circulation the publication is TRYING TO GET, which is an excellent gauge of the kind of circulation it has.
- (b) How many people take the publication one year and never come back for more.
- (c) Whom the publication does NOT reach.
- (d) Whether subscriptions are being taken where they can be obtained most cheaply, or where they will do the advertiser the most good.

For the reason that almost everybody who is anybody in the world's greatest industrial market takes The Iron Age, its prospect list is small—but choice. Like Iron Age circulation lists, it is always open for your inspection.

THE IRON ACE

CHARTER MEMBER A. B. C., A. B. P.

Another Act in Trade Commission-Advertising Drama

HE far famed case of the Federal Trade Commission versus the several advertising and publishing interests, as instituted by the memorable Docket 1251, has completed another hearing. This time the stage was set in Chicago with John W. Addison, trial examiner for the Commission, presiding. Eugene W. Burr was attorney for the Commission, while the respondents were represented by individual counsel. A subsequent hearing has been scheduled to take place in Boston starting October 19.

The case is a long and rather intricate one. It involves as respondents five associations, representing the advertising and publishing fields. These are: American Association of Advertising Agencies. Newspaper Publishers Association, Southern Newspaper Publishers Association, American Press Association, and Six Point League. It came to a head in a most spectacular manner in January, 1926, when the Commission issued its brief, Docket 1251, in the nature of an amended complaint. This development was somewhat of a surprise, for at a preliminary hearing in February, 1925, involving only the three first named groups, it was believed that the matter had been satisfactorily settled without resort to legal proceedings.

In the January 13 issue of ADVER-TISING & SELLING this brief was summarized and analyzed in some detail. The charges were mainly of conspiracy on the part of the respendents to force all publishers to refuse to allow the fifteen per cent trade differential (i.e., the so-called agency commission) to advertisers who placed direct. It was charged that an elaborate conspiracy had worked toward the end of enforcing this arbitrary edict, regardless, and that practically nothing short of blackmail had been resorted to in order to coerce the recalcitrant parties. Considerable evidence was presented to this end, and it was quite obvious that the Commission counsel was striving for grounds on which to issue a "cease and desist" order.

The reader interested in details would be well to look up and study the brief summary in our issue of January 13, 1926. For the present suffice it to say that the Commission's plea to overrule respondents' petition for dismissal and to grant admission of the amended complaint was granted.

Briefs from the defendants were submitted in April of the same year (See ADVERTISING & SELLING, April 21, 1926).

The first important hearing of the case was held in New York in May, 1926. Here the general tone of the pleas centered about the same point: Advertising is not to be considered interstate commerce. The discussion was largely one of legal technicalities and precedents difficult for the layman to follow. Subsequent hearings have been held elsewhere whereat this point was fought out to a conclusion, with the result that the recent session in Chicago assumed rather different aspects.

T Chicago the Federal Trade A Commission's case, as presented by the attorney for that body, brought out two main points bearing directly upon the "conspiracy" charge: First, the alleged agreements entered into by the respondent associations to set a minimum trade differential for the benefit of advertising agencies for service rendered with the provision that the agencies should not do business with advertisers at figures lower than this rate; and, second, the alleged refusals of publishers' associations to recognize advertising agencies which "split" their commissions, and to allow such organizations the recognized fifteen per cent differential. (The last described charge centering largely about the so-called "house agency," as personified by the famous Baker-Robinson case as described in detail in Docket 1251.)

Finally the Commission brought out for debate this vital question: Shall advertisers and publishers have the right to conduct the advertising business in a market free from artificial restraints and regulation by the Commission of other governmental bodies?

The debate on these points was extensive and quite revealing. The witnesses called to the stand in-

cluded many of the most prominent men in these two allied lines of business. Among them might be mentioned Albert B. Lasker, chairman of the board of Lord & Thomas and Logan; James W. Young, vice-president of the J. Walter Thompson Company; John Benson, president of Benson, Gamble, Johnson & Read; Walter A. Strong, publisher of the Chicago Herald & Examiner; A. E. McKinstry of the International Harvester Company; and O. C. Harn, managing director of the Audit Bureau of Circulations. There were numerous others as well, representing national advertisers, agencies and publishing interests.

Precisely what was proved by all the discussion is not vet particularly clear. Broadly speaking, the respondents' case was well presented. Evidence and observations were, almost without exception. highly favorable to their cause. The position of the agency in the composite advertising picture, and the reasons therefore, were brought out with considerable clarity, though few lights on the situation were presented which were particularly new to those already understand-The existing fifteen per cent commission system was warmly defended, both by agency men and publishers, as well as by several representatives of national advertisers. Mr. Harn summarized the situation most aptly when he characterized the commission system as "illogical but practical," defending it warmly on the grounds of its ultimate economy and universal fairness to all concerned.

ALL in all, the hearing progressed far more smoothly than any of the previous ones, which were marred by constant interruptions and quibbling over legal technicalities. The issue still remains in doubt, but it would certainly appear from surface indications that the respondents have greatly strengthened their case.

When the decision of the Commission will be handed down has not been announced. When that time does arrive a summary of the matter will appear in the pages of this magazine.

BELOW is the record for the 8 months of 1926— January thru August—of the lineage carried in Cleveland Newspapers for 12 commodities bought by women. These statements are based on the figures of the Advertising Record Co., an unbiased statistical bu-



reau employed by Cleveland's two evening newspapers to give advertisers unprejudiced information. Write either to them or to The Press for additional facts if those below do not prove to you conclusively that "The Press is the First Advertising Buy in Cleveland."

Woman Appeal!

Grocery Lineage

In its six publishing days per week The Press ran more total grocery lineage for local and national advertisers than either other newspaper ran in seven days—more than the Daily News, the Sunday News and the Sunday Plain Dealer combined; nearly twice as much as the daily Plain Dealer. For national advertisers The Press ran 150 000 lines more than its nearest competitor.

Grocery Store Lineage

These figures include chain stores. In six days The Press ran more retail grocery lineage than any other newspaper ran in seven days—within 42,000 lines of twice as much as either other daily newspaper—eight times as much as both other Sunday newspapers, combined.

Soaps and Cleansers

In six days The Press ran more advertising of soaps and cleaners than all other daily and Sunday newspapers combined—twice as much as the daily Plain Dealer, the Sunday Plain Dealer and the Sunday News combined.

Laundry Appliances

This classification includes washing machines. In six days The Press ran 29,000 lines more than all other Cleveland daily and Sunday newspapers combined—five times as much as the Daily News, eleven times as much as the daily Plain Dealer.

Household I:quipment

In six days The Press ran more total household equipment advertising than any other newspaper ran in seven days—twice as much as the daily Plain Dealer; more for national advertisers than both other daily newspapers combined, three times as much as the Sunday Plain Dealer.

Stores and Ranges

The Press in six days published three times as much as the daily Plain Dealer, twice as much as the Sunday Plain Dealer, three and a half times as much as the Daily News, six times as much as the Sunday News. Twice as much as both other daily newspapers combined More than any other three-paper combination.

Furniture Advertising

The Press in six days published nearly as much furniture advertising as all other daily and Sunday newspapers combined, more than three times as much as any other daily newspaper, nearly twice as much as both other daily newspapers combined.

Toilet Preparations

The Press publishes more advertising of toilet preparations than both other daily newspapers combined, twice as much as either, more in six days than any other newspaper publishes in seven.

Vacuum Cleaner Lineage

In six days The Press published more than all other Cleveland daily and Sunday newspapers combined, more than twice as much as any other daily newspaper, more than five times as much as any Sunday newspaper.

Beauty Parlor Lineage

The Press published nearly three times as much beauty parlor advertising as both other daily newspapers combined; nearly twice as much as the Daily News, the Sunday News and the daily Plain Dealer combined; six times as much in six days as the Daily and Sunday News published in seven days.

Women's Millinery Lineage

The Press ran nearly twice as much advertising for milliners as all other Cleveland daily and Sunday newspapers combined, fifteen times as much in six days and the Daily and Sunday News ran in seven days.

Jewelry Lineage

The Press ran 31,000 more lines of jewelry advertising than all other daily and Sunday newspapers combined, three times as much as the daily Plain Dealer, four times as much as the Sunday Plain Dealer, three times as much as the Daily and Sunday News combined.

The Cleveland Press

NATIONAL REPRESENTATIVES:
250 Park Avenue, New York City
Cleveland · Detroit · San Francisco



ALLIED NEWSPAPERS, INC. 410 N. Michigan Blvd., Chicago Seattle · Los Angeles · Portland

LARGEST IN OHIO

The 8pt. Page Odds Bodkins

ARA H. BIRCHALL has broken out again. This time it is with a bit of blank verse entitled: "Why Ads Aren't Signed."

What did the president want in the copy?

The factory, seen from a planc.

What did the manager do with the language?

Wrote it again, and again.

What did the head designer insist

Cross-section cutaway views.

What did the selling force add to the body?

Bright territorial news.

What did the treasurer think would be clever?

Facsimile signature cuts.

What did the president's wife suggest for it?

Some of those cute native huts.

What did the desperate layout man put on it?

A border to tie it all in.

What did it look like when they were all through with it?

It looked like Original Sin!

-8-pt-

jfb bought a pair of Paris garters the other day and was so impressed with the guarantee that came with them that he sent it to me. Here it is: "If for any reason these PARIS GAR-TERS should prove unsatisfactory to you, please return them to your dealer or to us in exchange for a new pair."

Truly, here is a guarantee that is a guarantee-which, it has been my observation, most guarantees are not. It might well serve as a guarantee model.

--8-pt-

From John Hall's Bulletin I extract this gem:

"I want a bottle of iodine."

"Sorry, but this is a drug store. Can't I interest you in an alarm clock, some nice leather goods, a few radio parts, or a toasted cheese sandwich?"

---8-pt--

The Blackman Company has issued another of its interesting filing-jacket essays or monographs, or whatever one might term them.

This one is called "The high cost of RUSH in Advertising," and a very good title it is. Its theme is that "rush in advertising adds to the cost of advertising-and the advertiser pays." Than which nothing truer has been said in this year 1927.

It would be a wholesome thing if advertisers who are continually calling upon their agencies to cure their own procrastination with a dose of RUSH such as only a well-organized advertising agency or a daily newspaper can furnish should be billed somewhat after this fashion:

To preparation of advertisement No. 16 To RUSHING same.... Total \$241.75 -8-pt-

Interesting paragraph from Chalmers Lowell Pancoast's book, "Trail Blazers of Advertising":

'Advertising literature has always been heroic literature. It has had to stir imaginations and arouse interest and cause excitement to get action. And unless it gets action it is not advertising-it is folly."

Some of it is folly, anyway, if we may believe the two young men who are so interested in our getting our money's worth!

-8-pt--

Concerning this matter of men by the name of Cole and Wood seeming to gravitate to the coal and wood business, Robert F. Wood, advertising manager of the Autocar, writes me:

"Dear Bodkins: You're wrong again! Here at the Autocar plant it's Coalssales manager, and Wood, advertising manager. Neither of us has leanings toward the fuel business in any form except when we hear that somebody in that line wants a truck!"

-8-pt-



The Smith Brothers start out for vengeance

Cribbed from The New Yorker.



"Are publishers merely word merchants-plungers and investors in the stock market of letters?" ask Simon and Schuster, the publishers. "Sometimes it seems that way, but then again there are moments. As for instance: when the open door policy of The Inner Sanctum is vindicated by the recognition and discovery of two authentic and distinguished novelists hitherto unknown. We refer, with pride, to Frederick Hazlitt Brennan, author of 'God Got One Vote' and W. L. River, author of 'Death of a Young Man.'

"Both these works came to us as modest, unobtrusive manuscripts without the fanfare of reputation or influence. How they will sell we do not know, but we can state honestly that to read them was a memorable and moving experience, and to publish them a privilege. The booksellers who have read advance copies seem to share our conviction."

This copy, which occupied 56 lines s.c. in the newspapers, is my idea of mighty good book copy. Modest as to space, moderate in tone, full of sell.

Incidentally, "God Got One Vote" is a title as is a title, is it not?

-8-pt-

Miss "J. W." sends me this letter she has just received from her oculist:

she has just received from her oculist:

On March 27, 1925, our Oculist examined your eyes and supplied you with Glasses that fitted accurately at that time.

We are writing today to inform you that Medical Authorities, the world over, believe that the only way to properly protect your eyesight, is to have your eyes examined yearly, on account of the gradual, definite changes that take place in your vision, as the years go on.

Reading, close work, the movies, the theater, and the general use of your eyes in your daily occupation, may also have caused changes in your eyesight; especially so, if your eyes have outgrown your glasses.

As one of our patrons, you are entitled to a yearly reexamination of your eyes. May we suggest that you have your enclosed prescription record to one of our specialists?

He will make a careful examination and inform your with that the record.

specialists?

He will make a careful examination and inform you whether your glasses are correct for the present condition of your eyes, or if a change in one or both lenses will give you better vision and greater eye comfort

On the margin she writes, "Can Odds Bodkins use this letter, and doesn't he think dentists could ethically adopt this idea?"

He can; he does.

ODDS BODKINS.

THE HOUSE BEAUTIFUL LEADS AGAIN!

This time on the schedule of the

ARKANSAS SOFT PINE BUREAU

Lowest Cost Per Inquiry Greatest Return Per Dollar Largest Number of Keyed Replies

"—and we have been impressed at the sustained volume of direct inquiry produced by the first insertion on the new schedule. One month after publication of your September issue we are still averaging as many replies per day as during the first week."

THE HOUSE BEAUTIFUL

For Direct Access to the Building, Furnishing and Decorating Market— For Direct Action in Immediate Response

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the Class Group

8 ARLINGTON STREET

BOSTON, MASS.

CIRCULATION 80,000 NET PAID A. B. C. WITH BONUS OF OVER 10,000 AT CURRENT RATES

Merchandising Helps Newspapers Offer

[CONTINUED FROM PAGE 28]

selling problems of the community; they know, from the intimacy of daily contact, the struggles that every local dealer sweats through as he tries to save some of his gross for net.

RETAILERS and wholesalers carry tens of thousands of items, each requiring capital to stock and expense to market. A "barrier of hostility" exists, unconsciously but none the less real, to any new product. In all channels of distribution, moreover, there is a constant tug and pull among old and established products, whose makers urge bigger

and bigger volume.

Advertising copy alone cannot accomplish everything. Newspapers, accordingly, have entered the breech. They attempt to "bridge the gulf" that stands between reader interest and sales; they frankly offer merchandising helps to complement the copy, those helps being, in principle, merchandise counsel with a decided local back-ground. Such helps seek proper coordination of selling and advertising to the end that goods may be soldcoordination precisely of the charted by a professional counsellor.

The newspapers' purpose is twofold: (1) to increase the effectiveness of advertising; and (2) to stimulate use of advertising space through satisfied users. Both these purposes are, all the time, but a means to another end: the selling of newspaper space. Tho newpaper's "business promotion manager" has—or at any rate it is his ideal to have—complete merchandising knowledge of his community. Yet he is, first and all the time, selling advertising space in his paper rather than helping the manufacturer to sell goods or direct the manufacturer's sales or-

ganization.

The advertiser who avails himself of the merchandising helps of newspapers, whether he be a new or an old advertiser, must view all such helps precisely as he does the helps his own salesmen give to retailers. They are a means to an end. If properly used both parties profit. If abused, or if the advertiser tries to get too much for nothing, or if the advertiser seeks to reduce the rate by demanding "special" this and "special" that; what was intended to be a "help" becomes an absurdity. Merchandise helps of the newspapers will either build sales or they will merit the epithet "bunk," according to the use made of them.

One newspaper manager, who is an outstanding success in coordinating sales effort of advertisers to their copy, thus summarizes the newspapers' op-

"Spotty and uneven distribution of products is common. Extremely few manufacturers are capturing anywhere near the whole potentiality of the market. Very few of them have any idea how to reach, or of the sales machinery available to reach, that potentiality.

Where the merchandising help of such a newspaper is requested, and accorded, every effort is made to induce the manufacturer to man the community with enough salesmen to do a complete job, to locate stocks of the goods with every reasonable outlet, to acquaint the trade with the purpose of the campaign and in every way prepare the way to corral reader interest within the cash register.

Where merchandising service is utilized the principle of the best papers from coast to coast is that given in the "platform" of the *Chicago* Chicago

"It is a waste of money to advertise a product distributed through the retail and jobbing trade—until that trade has been supplied with merchandise to take care of the consumer de-mand when created."

"Old stuff, that!" ejaculated one Granted. It is, nevermanufacturer. theless, the first principle of advertis-

ing-ranking ahead of copy.

The smokestack's uppermost thought is: "Where is there a new market?" Close to this is: "Am I selling my share?" To both comes the same answer: "Don't guess; find out!"

Hence has arisen the demand for market surveys by newspapers.

FOR zone marketing, as for local marketing of any keting of any sort, the newspapers can furnish information that is difficult to obtain from any other source. In any single market, particularly in the manufacturer's home market, this statement may be less true; but it is correct when an advertiser desires information from each of twenty markets, or of two hundred markets, unless of course he is in position to finance his own research.

Newspaper surveys are of every type from spot investigations of the most superficial sort to "breadth and depth" studies of a metropolitan market, with calls carefully distributed and results scientifically weighted. One of the country's leading canners,

within a year, has told this:

"We try to get a 'sample' survey of each city once a year. We use it to check our brokers' reports. And the newspapers give us what our brokers never know, because the newspaper reflects demand. The brokers know only about sales. We have added to about sales. . . . We have added to our line, and we have cut from the line, based on what newspapers report. It is simple to verify their findings."

Another prominent maker of packaged foods declares:

"We use newspaper surveys as one element in setting quotas. From them we learn where we are strong and where weak. It's not so much a question whether we are gaining or losing as whether we're stepping in pace with consumption of all foods or letting the other fellow gnaw into our share.

Newspaper surveys, as all such researches, should not be taken too optimistically as being conclusive. They serve a real purpose to check other estimates. They are, at best, an effort to measure and appraise the market. They fail to record the preferences and habits of those not interviewed; they suffer from bias. Surveys of the same market by rival newspapers sometimes contradict each other as to "facts"

reported; they are apt to imply a thoroughness and a census-like probing for details which reason points out is impossible. Newspaper surveys, it is always to be remembered, are but a means to another end; namely, of selling space. They are prepared by men naturally biased in favor of advertising.

These cautions are mentioned here as warnings; they should not detract from the value of newspaper surveys. For the fact remains that the newspaper can reflect local conditions as no other agency does. Facts are a necessary preliminary to wise marketing. "Get all the facts you can, and then check one with the other. speaks one successful advertiser.

A further merchandising help of the newspapers is the active one of whipping local dealers into the fighting line. Some papers maintain crews of their own; others merely aid the advertiser to recruit a crew for the purpose of visiting retailers and urging them to push the product. These helps extend into window display, chain-store interviews, dealer tie-ups in the advertising, signed reservations for display racks, and so on. Variations are endless, but, everywhere, newspapers are keen to give aggressive aid to the campaign.

Nor is it required that the appropriation shall be huge in order to obtain these aids. "Service" varies, naturally, with lines of space; it varies also with type of product. Promotion managers show particular eagerness to try their hands at "putting across" some un-tried product, and, by reason of this willingness, tangible sales become almost certain for the struggling smokestack during the early months of advertising in any community.

NEWSPAPER merchandising service does not sell goods for any manufacturer, but it does furnish the manufacturer with advice and knowledge of local conditions, with definite systematic plans for covering a prescribed territory. Expert assistance is given in the organization and training of sales crews, and particularly in routing them throughout the territory with due reference to population, racial and social groupings, proved "try-out" sections and the like. So usual has become this service that the publishers and the advertising agencies have a formulated "standard of practices" for merchandising services, which is:

The legitimate functions of a newspaper merchandising and service department are: First: To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second: To furnish such information for prospective advertisers and to make in-

Second: To furnish such information for prospective advertisers and to make investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third: To endeavor to educate the dealer in better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

Fourth: To encourage adequate merchandising by supplying data maps, route lists to the trade for the use of salesmen or the

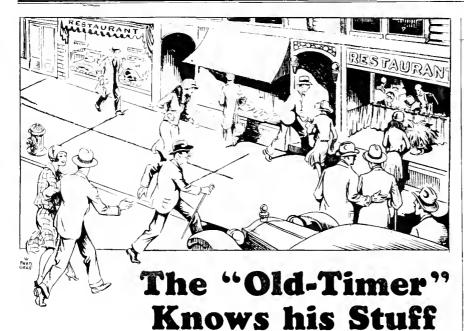
KNOWN MERIT



JOHN RUSSELL POPE

Architecture





We were working a new town—the old-timer, a hard-boiled travelling drug salesman and myself. And as we heard the noon whistles blow he said, "let's eat."

There were two restaurants in the neighborhood—as far as we were concerned, both unknown quantities—yet the old-timer unerringly headed straight for the one that seemed to be doing a rushing business.

So I asked him why pick on that one?

"You'll find that it's a safe bet every time to pick a restaurant that is busy all the time, the busy ones are the good ones always.

That night—reflecting on the day's events—it occurred to me how sound and unerring the old-timer's judgment was—and how truly it applies to other businesses as well as to restaurants.

Folks That Deliver the Goods Get the Business and the Crowds

Take DRUG TOPICS for instance. There must be some sound logical business reason why DRUG TOPICS carries more advertising in each issue than the *combined* total that is carried by the next six largest national drug trade papers.

1993/4 Pages DRUG TOPICS Second Magazine 52 311/2 Third Magazine ** 271/2 Fourth Magazine 27 ** Fifth Magazine Sixth Magazine 18 10 Seventh Magazine

Note that DRUG TOPICS is the busy one. We are not super-salesmen—nor do we pack any Colt automatics. These folks are using DRUG TOPICS because it's a paper of known results—a tried, tested and proven medium

DRUG TOPICS delivers the goods—and the "old-timers" among the buyers of advertising space know their stuff—they buy where they get the most for their money—that is why DRUG TOPICS carries more advertising of products sold to and through the drug store than any other publication in the world.

Here is how the first seven

national drug trade papers

compare in advertising carried

in their September 1927 issues.

"A man is known by the company he keeps"

Identify your product with known sellers. The company your advertising keeps has a good deal to do with its value.

The advertising roll of DRUG TOPICS reads like a "flue book" of the drug trade. Any drug trade manufacturer can be proud of having his advertising keep the company it will find in DRUG TOPICS.

DRUG TOPICS reaches every worthwhile druggist in the United States and Canada; circulation guaranteed in excess of 51,000 copies per issue. A low advertising rate, an enviable record of trade paper performance for its advertisers, a receptive reader circulation—makes DRUG TOPICS the ideal medium to use in creating "retail awareness."

If your product is now sold, or can be sold to, or through drug stores, you owe it to yourself to investigate DRUG TOPICS Service. Our close contact and intimate knowledge of the drug trade are at your service—Write or 'phone.

DRUG TOPICS

The National Magazine of the Drug Trade
TOPICS PUBLISHING COMPANY, Inc.

Also Publishers of Wholesale Druggist, Display Topics, Drug Trade News

291 BROADWAY, NEW YORK

Allanta Boston Chicago Cleveland St. Louis San Francisco

manufacturer or advertiser who has made a bona fide contract for advertising space. Fifth: To decline requests for service that are clearly not within the province of a newspaper, such as selling goods or other canvassing, or the payment of bills for printing and postage of letters, broadcasts, etc.

THE more experienced newspapers—which means those priding themselves on the continued results of advertising—work their service men with the advertiser's salesmen. "Our men," declares one newspaper, "make the advertising a reason for dealers giving preference to the product. They make a stock check, try to get preferred display on shelf and counter and window, or book the dealer for window displays."

"The chief effect of this type of ser-

"The chief effect of this type of service," continues the same manager, "is to brush up retailers, to get their interest and attention, to get more coperation. The work always shows largely increased sales in the territory covered. Almost invariably we have been able to step up the advertiser's salesmen's daily average of calls and orders, thus giving the local sales manager bases for new quotas and performances."

Perusal of these paragraphs suggests the limitation of what an advertiser may expect. It is, manifestly, a human impossibility to "serve" in this manner every one of the advertisers in a great newspaper. The very attempt to do so would incur defeat. Dealers would cease to respond or cooperate, however well intentioned the newspaper's crew. For this reason the newspapers seek a high-grade personnel. The pay is distinctly above the average for similar work elsewhere. A sincere effort is made to prevent the creeping in of mechanical routine. The papers endeavor to recognize, without unduly overestimating, the functions and the uses of their service.

Many advertisers do not require such helps. Many others prefer to do the work for themselves either directly or through advertising agencies.

The newspapers, in turn, usually reserve the right to limit staff services, or, quoting one promotion manager, "we cannot and will not fulfill all requests for merchandising services that come to us, but we concentrate on the specific instances that afford opportunity for most results. We refuse merely to go through the motions for some advertiser who demands merchandising services as a premium with his purchase of space."

And these helps win. Because—a very vital point—they emphasize the first principles of advertising: that advertising is the helpmate of selling and that effective copy still requires other marketing steps to convert interest into dollars. And also because merchandising services are a constant reminder of "Never forget to sell!" It is the belief of one famous newspaper that:

"Because of a peculiar temptation to which many advertisers succumb, we wish to stress that advertisements should be scrutinized to see that there is no lessening of selling effort in the presentation of the message. Newspaper advertising has marked vigor in producing quick action. Copy should be written and advertising designed to capitalize on this power."

This is the third of a series of articles by Mr. Haring on the marketing problems of the small manufacturer. The fourth will appear in an early issue.



Butterick Publishing Co.—Doubleday Page & Co.

FRANK A. MUNSEY COMPANY—STREET & SMITH CORPORATION



Are you **getting** your Share

Of Brideport prosperity where business is always good - where people find steady employment at high wages and who earn an annual pay roll of \$84,000,000.

Most of these people live in their own homes, or two-family homes. They live well, spend freely and manage to save considerable, as shown by the \$123,-000,000 deposited in the banks. They represent a tremendous purchasing power.

The POST-TELEGRAM enters the homes that constitute Bridgeport's buying force and can be profitably employed by advertisers of the every day commod-

For complete coverage at one

Bridgeport

Post Telegran

with a combined circulation of 44,446 copies daily, represents the advertiser's best investment.

National Representatives
GILMAN, NICOLL & RUTHMAN New York, Boston, Chicago, San Francisco.

Where Speed Counts, the Airplane Scores

[CONTINUED FROM PAGE 27]

erable savings can be effected by confining the stocks at service stations to parts for which there is constant demand. With only ten central service and supply depots and an adequate aerial express delivery system, over-night delivery of parts of thousands of scattered service stations becomes a reasonable possibility, releasing large amounts of capital now tied up in re-placement parts and bringing really nationwide repair service into reality.

In the field of medicine, special surgical instruments, drugs, serums, Xray photographs and the reports of expert consultants can be rapidly delivered by air. The newspaper and the news reel have already accepted aviation as an integral part of their business structure. The telephoto is superior to the plane in distributing single photographs, but the newspaper, the motion picture and the news reel still need the airplane. The New York Herald Tribune shipped over a thousand copies of its Friday newspaper to Chicago by airplane for the benefit of the New York fight fans who wished to read their home paper during breakfast in Chicago.

The advertiser often has occasion to deliver electros, cuts and mats with the utmost speed; aircraft shipment is likely to be widely utilized for this pur-Extensive reports, required at directors' meetings or business conferences, having too many pages for economical transmission by telephotography, can be readily sent overnight by

aircraft across half the continent. The American Railway Exp Express Company has inaugurated a 32½ hour air express schedule between New York and San Francisco, with intermediate delivery and receiving stations at Cleveland, Chicago, Iowa City, Des Moines, Omaha, North Platte, Cheyenne, Salt Lake City and Sacramento. A feeder route from Boston, requiring re-ship-ment at New York, extends the system to the New England metropolis.

A ERIAL express service is destined to become as reliable as railway ser-It is not generally appreciated that Ford planes have flown three-quarters of a million miles in two years and carried in that time four million pounds of express packages. Although this service has been carried on over a limited area, it illustrates the considerable quantities of material which can be carried on a regular schedule. Aerial delivery is exceedingly speedy and highly reliable when confined to regular and established routes.

Transportation of passengers is another service which is becoming increasingly valuable. A greater development of airways, landing fields and aircraft is necessary before we come to a full realization of the significant changes which aerial travel will make. The first thing which the aeronautic industry must accomplish is to persuade

everyone to make one flight. That will do more to sell the use of aircraft than all the newspaper propaganda in the world.

Cook's Tours took advantage of the Dempsey-Tunney fight to offer a \$575 service to New Yorkers, including aerial transportation to Chicago and return, hotel accommodations and ringside seats at the fight. On the Pacific Coast, oil operators, motion picture executives and salesmen covering large territories have their own planes and use them as a matter of course. Likewise, in Texas, with its abundant natural landing fields, considerable use is made of the airplane as a means of transportation. Thousands of army and navy officers travel regularly between New York, Philadelphia and Washington by air and have done so for many

THE National Aeronautic Chamber of Commerce says that last year 7651 passengers were carried on regular air routes and nearly 670,000 people took flights of one kind or another in the course of the year. But going up just to see what flying is like is only the introduction of aviation to the average citizen. He must be taught the use of the airplane as a means of rapid and safe transportation from city to city. In a few years, the figures will be reversed and a few hundred thousand people will take their first plane ride, while millions will use the regular routes.

As is indicated by the chart on page twenty-seven, the airplane requires from one-third to one-fourth the time of the railway train and costs three to four times as much as the correspond-ing train ride. Railroad travel has reached its lowest level of cost, while the airplane still has ahead of it considerable reduction as public patronage increases. Even at present rates, however, many instances will occur to the business executive when airplane travel would have been worth the cost. Its advantage shows up particularly over long distances.

Landing fields are necessarily some distance from cities and much objection has been raised on account of this Bus connection with airplane fact. fields, twenty or thirty miles from big cities. eliminate excessive inconvenience, but, even so, much time is lost which only the extraordinary speed of the plane is able to make up. quently, there is much agitation for landing fields nearer to large cities.

Experienced aviators, however, state that the well meaning efforts of citizens and civic bodies to find locations for landing fields nearer to cities are not based upon practical experience at the joy-stick. The agitation to use the Jersey Meadows or Governors Island for an aircraft center for New York City is met by fliers with the objection that haze and fog, close to large cities,

USE YOUNG WRITERS IN

TALKING TO YOUNG BUYERS



OST of the accumulated wealth of this country is probably held by older people + Most of the things advertising offers, however, are bought by or for young men and women.

Before us at this moment is the Octo-

ber issue of the Pictorial Review. (Ask the office boy to bring you a copy while you are reading this message.) + The first three advertisements offer . . . Fels-Naptha . . . Victor Talking Machines . . . Wheatena + The Wheatena page is addressed to mothers of young children. Nature has decided that middle-aged couples no longer face that problem! + The Victor page will appeal to the people

who prefer to dance at home. Settled bones, quite logically, find the Charleston too strennons + The Fels-Naptha copy and illustration concerns the young and servantless housewife + And so on through the entire issue of this and any of the other pub-

lications that advertisers largely use.

The average age of the men and women in our Copy Department is thirty years. It doesn't just happen to be that way + It's a situation of young sellers writing to young buyers + There are departments in advertising where men in their forties and fifties can call their years of experience to practical profit + But use young writers when you talk to young buyers.

GEORGE BATTEN COMPANY, Inc. + ADVERTISING



NEW YORK + CHICAGO + BOSTON

We again talk about ADVERTISING

GAINS!

[... even at the risk] of being tiresome

OCTOBER was our biggest issue with a gain of 74% over a year ago.

And now—

NOVEMBER steps into the premier position with a gain of 19% over October and 80% over the same issue a year ago.

Which proves that advertisers have quickly recognized the sales possibilities in a market of 600,000 Shriners and their families. May we tell you about this market?

THE SHRINE MAGAZINE

1440 Broadway · New York Thone: Pennsylvania 7827

Tribune Tower CHICAGO

Little Building **BOSTON**



THERMOMETERS

Your Local Dealers Will Pay for and Use Thermometers National advertisers find ther-mometers a valusble dealer help which costs them little or noth-ing

which costs them ittue or nota-ling.

Let us present a plan for using thermometers, tleing up-your advertising with the local dealers. The dealers will pay for them.

We manufacture reliable ther-mometers for hundreds of ad-vertisers. Write us for samples and plan.

rettisers. Write us And plan.

THE CHANEY

MANUFACTURING CO.

900 East Pleasant St.,

Springfield, Ohio

increase hazard and make landings more difficult. They much prefer to land at such a point as Hadley Field, near New Brunswick, rather than to come any nearer to New York. The same complaint is made of the London and Paris airdromes, but the superior experience in practical aviation has led Europeans to accept as a necessity the fact that, under present conditions, landing fields should not be located too long as this condition continues the airplane's usefulness in traveling less than two hundred miles is somewhat curtailed.

The big question which always concerns the uninitiated is safety. Safety is a matter of airway development, skill of the pilot, the structure and inspection of the plane, and finally the weather. The first three factors involve the human element and represent no greater hazard than that entailed in taking a fast express train. weather is still unconquerable and hazard increases somewhat under poor weather conditions. But new forces are coming to aid air travel. Neon beacons penetrate the fog; sturdier planes ride the storm and better navigating instruments point the way to safety under all conditions. The dangers of aviation have had plenty of publicity, but we are not as familiar with the facts regarding its safety.

In the six years between 1921 and 1926, the best records available show 849 civilian airplane accidents which resulted in 458 deaths and 598 serious injuries. The deaths in 1926 were seventy-five and, the largest number, represented a decrease in the actual hazard because of the larger number of flights. The chances of escaping injury are, roughly, ten thousand to one, and the odds become better at a

The extent to which the human element enters into the safety of air travel is indicated by the fact that government mail service, which had the benefit of careful inspection and highly skillful pilots, has a record far better than the average. In 1926, gov-ernment operated planes flew 2,292,-395 miles and planes on contract air routes. 2,086,395 miles. There was not a single fatal acident in the 4,378,790 miles flown.

IN Germany, in 1926, 56,268 passengers flew 3,814,000 miles over the Lufthanser Airways with but a single fatality. The British Imperial Airways covered 791,000 miles without a fatality while, in Australia, more than a million flying miles were covered safely. A very large proportion of the small number of fatalities in flying are due to carelessness of the pilot or the mechanics in charge. The records of mechanics in charge. The records of regular commercial services, which have been cited, indicate that, by ob-serving ordinary precautions and painstaking care, the safety of flying is comparable to automobile and rail-

way travel.
With these facts and figures to encourage us, there can be no doubt that the day of high speed aircraft travel over long distances is at hand. Aviation awaits the vision of the American business man to find its true field of service. Publicity stunts will be supplanted by regular and economical services which are profitable simply because of the airplane's superior, speed.

Tray B-N

[CONTINUED FROM PAGE 32]

having beverage glasses kept where they belong during the moments of stress in a stiff bridge game. This little illustration is an amusing cartoon treatment of a bridge game in a bird'seye perspective, with Tray B-N as one of the essential "props."

It is possible only to touch upon the high lights of this extraordinarily complete plan of The Erickson Company, as it goes into ramifications and details which would occupy pages of space. The purpose of this account of the experiment is not so much to recount every item as to point the way to other clubs which may desire to put on a similar program.

There are no doubt many such articles available for experimental use. Not that it is absolutely necessary to have an article to put solemnly at the head table to keep the members thinking about the program. But a campaign of this sort takes a good many weeks to earry through; and, the strongest enthusiasm over a purely hypothetical article at the start is likely to wane as time goes on. Moreover, in the case of the Hartford experiment every club member felt that here was really a serious responsibility. The real owner of the Tray B-N patent might conceivably follow the campaign laid out by the club, and it behooved the fictitious Utility Manufacturing Company to turn out a thoroughly workmanlike campaign that would stand the test of actual application in the arena of business competition.

Such a program would appear to be an excellent summer activity to hold the club together during the slack sea-son. It worked well in Hartford. Naturally the cooperation of The Erick-son Company was a great factor in putting a climax on the campaign that gave the needed touch of reality to the plan. This working with an agency brought the affair from the theoretical to the actual, and now that the experiment is the state of the second of t ment is ended it is difficult to realize that there is not a genuine Tray B-N already on the market. The club presented The Erickson Company representatives with a set of resolutions expressing gratitude for their help. In commenting on the uncommon spectacle of a large advertising agency spending so much time and money on a project which could not in any way return a profit, the agency representatives indicated that they would not hesitate to work out such a plan with other clubs, if circumstances were proper and favorable. Perhaps this may be a way in which advertising agencies can do a great work for advertising as a whole. Certainly such a demonstration is a most convincing exhibition of the way in which a modern agency works in building up a merchandising plan for a client.

All in all, the Hartford Advertising Club has had a lesson in organization, financing, merchandising and advertising that contained more solid enlightenment in a few weeks' time than could be gained in a lifetime of desultory addresses by luncheon meeting speakers.



Publisher's Statement for Sept. 30, 1927

DETROIT TIMES

> Here's the Record of the Seven Changing Years

	*Evening	Sunday
1921	. 33,422	
1922	113,005	
1923	189,952	186,153
1924	. 214,319	225,401
1925	. 228,636	259,245
1926	289,244	308,522
1927	. 326,793	323,095
*Except Saturdays		

The Times is Growing with Detroit

Bakers Weekly A.B.C.-A.B.P. New York City NEW YORK OFFICE—45 West 45th St. CHICAGO OFFICE—343 S. Dearborn St.

Maintaining a complete research laboratory and experimental bakery for determining the adaptability of products to the baking industry. Also a Research Merchandising Department, furnishing statistics and sales analysis data.

THE AMERICAN ARCHITECT A. B. C. Est. 1876 A. B. P.

"Advertising and Selling to Architects," a booklet prepared to give you a better understanding of the architectural field, is now available.

Your copy will be sent upon request.

239 West 39th St.

New York



We are the producers of some of the oldest and most successful house organs in the country. Write for copy of The William Feather Magazine.

The William Feather Company 605 Caxton Building :: Cleveland, Ohio



REAL ECONOMY 9

The 4 Requisites

Ample facilities and capital to manufacture well and economically.

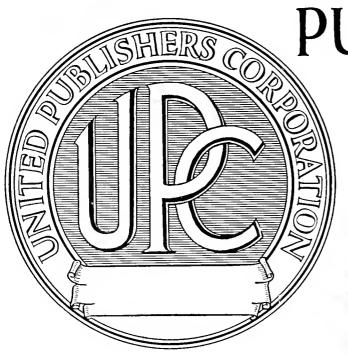
Editorial superiority.

Paid subscribers having maximum purchasing power.

Reasonable rates for service rendered.

A cordial invitation is extended to all manufacturers and advertising agents to visit the various plants of the

UNITED PUBLISHERS



Philadelphia Plant of U.P.C.
N. W. Cor. Chestnut and 56th Sts.
Headquarters Chilton Class Journal Co.



MOTOR AGE

Mctor World

Wholesale

Advertising in U.P.C. Publications

THERE are many reasons why business publications are valuable adjuncts to industry, but there are four cardinal reasons why many are valuable to the advertiser.

When selecting media it is profitable to remember that reader interest based on a paid subscription list which represents a purchasing power is seldom obtainable unless the publisher has ample capital and facilities. Under those conditions it is possible to produce publications of great excellence editorially and mechanically and make the advertising rates reasonable.

U.P.C. publications are built upon this policy and their success is undeniable.

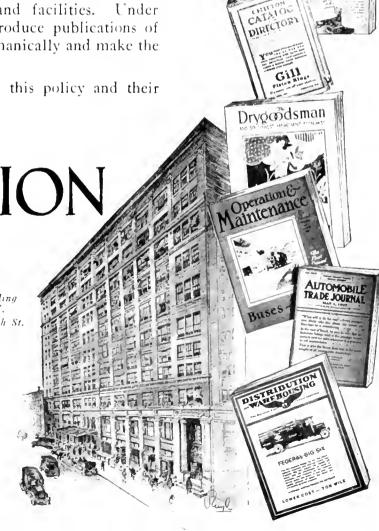
CORPORATION

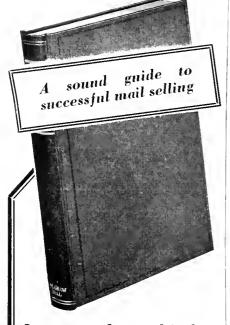
A. C. PEARSON
Chairman of the Board of the U.P.C.
President of the Textile
Publishing Co., N. Y. C.

FRITZ J. FRANK
President of the U.P.C.
President of the Iron Age
Publishing Co., N. Y. C.

C. A. MUSSELMAN Vice-President of the U.P.C. President of the Chilton Class Journal Co., Phila.

F. C. STEVENS Treasurer of the U.P.C. President of the Federal Printing Co., N. Y. C. N. Y. Building of U.P.C. 239 West 39th St.





Let us send you this factpacked mail sales book for 10 days free

You will find every one of the thirty-two sections of this book filled with definite, usable material which can be applied to your own needs.

You will get from the book hundreds of profitable possibilities—new suggestions—new avenues of approach—the test ways of getting the most out of approach—the test ways of getting the most out of

mall sales work.

Selling by Mail

President The Pratt & Lindsey Co., Inc., Advertising and Selling Counselors, Former Departmental Advertising Manager Sears, Roebuck & Co., Organizer Drug Topics Syndicate, and Sales Promotion Manager American Druggists' Syndicate.

428 pages, 5 x 8, illustrated, \$4.00 net, postpaid

This new book covers every phase of the art of making sales and customers through the mail. It gives for every angle of mail sales work just what practice has proved to be profitable, just what experience has found worth white.

The author has drawn on his long experience in this work for definite, concrete facts about mail-order possibilities, market analysis, campaign preparations, mailing lists, mail-order appeals, mail-order copy, layout, Illustration, booklet and catalog making, sales letters, order blanks, follow-up, credit and collection practice—every element that, enters into the successful capture of a mail market.

Mail Marketing Complete

One hig section of the book contains valuable, usable material on mail-order media, showing with satisfying completeness just what may be expected from some and what from others.

Another section gives the soundest kind of information on specific application of mail-order principles—specialized practice to meet the requirements of specialized ventures.

of specialized ventures.

The entire book is fact-packed with good, sound, needed mail-order strategy. See it free!

Send only this coupon!

McGRAW-HILL BOOK CO., Inc. 370 Seventh Ave., New York	
Send me for 10 days' free examination Pratt's Selling by Mall, \$4.00 net, postpaid I agree to remit for the book or to return it, postpaid, within 10 days of receipt.	
Name	
Address	
Position	
Company	
(Books sent on approval to retail purchasers in U, S, and Canada only.) A. F. 10-19-27	

Editorial Don'ts

[CONTINUED FROM PAGE 34]

color, etc., is given, write: "State style wanted," "State color wanted," "State etc.

17. Avoid the use of the word "all" in such cases as: "This book tells all about automobile repairing" When about automobile repairing. When we say an article is suitable for all cases, everything, etc., we are making some pretty big assertions. The use of "worlds" in connection with comparison, and "best on market," "best in country," etc., should be eliminated from all copy.

18. Do not use the % mark, but write out "per cent."

19. We spell catalogue as followsalways: C-a-t-a-l-o-g-u-e. 20. Use "mold" in place of "mould"

in order to get uniformity throughout the book. Both are correct.

21. Have a uniform place for all sizes, weights, prices and numbers in descriptions.

22. Be sure to number each space in layout sheet and mark corresponding numbers on copy sheet.

23. In connection with free trial offers, state plainly that money must be sent in advance; and when mention is made of a specific guarantee in the heading, etc., see that the specific guarantee follows in the text.

24. Do not use superlatives frequently. Tell the truth in as simple and frank a manner as possible; never overstate. It is much better to understate; for it leaves the customer in a pleased frame of mind when he gets something better than he expected.

25. Never show only the lowest price in displaying price figures where the description gives several sizes, styles and prices. Do not say: "\$15 and up." Say "\$15 to \$30." If there are several items, ranging in price from \$1 to \$4.50, do not show display figures giving price of \$1, for it is misleading. Show prices as follows: \$1 to \$4.50. If only one price is to be displayed, it will be necessary to show the article number in connection with it; that is, if several prices are given in the quotations.

26. Don't write "f.o.b." or "free on board cars," as these terms are not board cars," as these terms are not familiar to most of our customers. Give price at the shipping point or from wherever the customer pays freight.

reignt.
27. Don't write "cut." Say "as illustrated." "See illustration," "see picture," etc. "Cut" is familiar to trated." ture." printers and to ourselves, but not to our customers.

28. Whenever instructions are given as to how to send money and how to order, use the approved form shown in the catalogue.

29. Never use the prefix "No" in connection with article numbers. "Catalogue number" is no longer to be used. Use "article number" only.

30. See that you have article number, weight, material and price with each description.

31. Show uniformity in the position of article number, price, weight, color, etc., in your descriptions. If article numbers, prices and weights are shown at the top in some descriptions, either show all the rest on top also-or all at the bottom-so that one number isn't in one position and another in a different one. Uniformity aids the customer in finding information.

32. Never mention or show the price of an article in the body of the description, for other house catalogues come after the main editions, and prices in the reading matter invariably seem to be overlooked when changes are made. This applies also to references such as catalogue page, department, item, etc. Merchandise changes and pages also change, so confusion arises in such cases.

See that you have the correct catalogue key letter with each article be-

fore sending in your copy.

33. See that the retail price we state for a given article is higher than our selling price. Sometimes, through error, cases have been found where it has been the reverse.

34. Superlatives (best made, highest quality, best, cheapest, strongest, most reliable and dependable, etc.) are to be used rarely—and then only when they state a fact. These words and other strong words of a similar nature have come to possess little value because of the abuse they have received, not only in our previous catalogues, but also in practically all advertising literature.

35. Make positive statements instead of negative ones. Instead of saying: "You will never regret making this purchase," say "You will always be pleased with your purchase." Do not say "This is without question (or unyear." Say, instead, "This is the best bargain of the year." Instead of "do not delay" say "do it now" or "act at once."

36. The word "aim" is being used too much. For the sake of diversity, instead of saying "it is our aim," say "it is our desire, wish, hope, etc." Look up the synonyms for words that are repeated too often.

37. Instead of saying "It will require ten days' delay," try to word it so that the word "delay" will not be mentioned. "Delay" generally leaves a "bad taste in the mouth."

Say "It will require ten days' time to make shipment," or "Shipment will be made within ten days after your or-der reaches us," or any other form that will give the desired information without hurting the "prospect" of the sale.

38. It would always be good policy to list the uses of an article. We take for granted that the customers know them already, but that isn't true in all cases. Many more articles could be sold if their uses would be named in connection with the description in the catalogue.

39. The use of the word "must" in cases like the following is positively prohibited in all copy: "Buttons must be ordered at the same time as dress goods."

40. Mention of retail store should be avoided as much as possible. Retail way, at retail, etc., could be substituted instead. We do not want to offend re-

The Lillibridge Viewpoint

Number Seventeen

Issued by Ray D. Lillibridge Incorporated

New York

Yesterday's Answer

T Columbia University there used to be a professor who took delight in subjecting his students to a great temptation—and watching them fall.

In his younger days in the science which he followed, he had worked out a long and tedious experiment and passed down his findings to posterity in the form of a paper which was duly published and became part of the literature of that science.

When, with the passing of the years, he acquired further knowledge, he discovered that one of the factors in his early experiment was wrong. He did it over, and obtained a very different result.

In due course, he became a professor, and as each class of hopefuls came along he would assign them this tedious experiment.

Having no great love for tedious experiments, and not being slow to discover that their professor, an acknowledged authority in his science, had done the experiment and recorded both the process and the result in an Oh-so-technical paper, they took advantage of his work and all turned in their papers with his conclusion, but carefully paraphrased.

All the papers were marked wrong and returned. Then followed the *dénouement*, when the professor faced the whole class, made one student after another get up and tell just how he had worked out the experiment to get this result, which he would then inform him was the wrong result.

Inevitably, before that terrible lecture period was over, some student would blurt out a triumphant, "But Professor—that is the result you got when you did it. It's given in your published paper."

Whereupon the professor would grin maliciously and exclaim: "Ah! I thought so! Well, young gentlemen, I did it wrongly, and so my result was wrong! You may all

repeat the experiment and hand in your papers before our next lecture."

* * *

We find in our market research work that time has changed yesterday's answers to many of the problems of marketing. That is why we insist on starting from scratch on any research job, and working it out as though it never had been done before. Spending today's dollars on yesterday's deductions is risky business.

Cruises

I' is our privilege to prepare the advertising for the Canadian Pacific World Cruise, South America-Africa Cruise and Mediterranean Cruise. Transportation advertising is one of our fortes.

B. Franklin Philosophizes

"HUMAN felicity," wrote Benjamin Franklin, "is produced not so much by great pieces of good fortune that seldom happen, as by little advantages that occur every day."

Is it not true also of business progress, that the great impulses which we optimistically hope for seldom happen, but that the little advantages that occur every day, if properly taken advantage of, combine to earry a business forward to a very substantial year's gain?

Touchdown by Walter Camp

Two or three years before Walter Camp died, the editor of *Collier's* asked him to write an article on football in business. Mr. Camp obliged, and here is the nub of his article:

"Perhaps the first and greatest lesson a man must learn on going into the business world is that of being able to take hard knocks without resentment. A boy may be a good tennis player or golfer and gather praise all along his career—much to the detriment of his character—but in football, whether he be dub or star, the coaching always boils down to this:

"'You've got to get off faster!'

"'You've got to get more punch into that

"You've got to hold that line firmer!"
"Does the football player ever reach the

point where the coach is ready to admit he is as good as possible? Maybe. But no wise coach ever admits it out loud!"

§ § §

While this fits business, how particularly it fits the advertising business. We may do good advertising today, but the whole spirit of the profession is that tomorrow's advertising must be better. There is never any "good enough." There never can be.

Direct Approach

This is our way of working: to crystallize our clients' needs and problems and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical method possible.

Picture of America

 ${F}^{
m rom}$ a letter written by Francis Amasa Walker back in the 80's:

"Our people have a singular practical wisdom, which takes the sting out of misfortune; which makes a bad law a dead letter, almost from its enactment; which discounts the future, accepts the inevitable, and compromises with the coming evil; which charges off bad debts without a grimace, and, like the Chicago merchant after the great fire, spits upon the ruins to see if it is yet cool enough to begin rebuilding. Our laws are not the whole of the statute book, but only those parts to which

the needs of the people and the general concurrence of public opinion, have given life."

Is this not a rather interesting picture of America? And is it not as truly the America of 1927 as of 1887? And is it not an interesting America in which to advertise and sell?

The Art of Good Copy

In a recent issue of *Printers' Ink* Richard Surrey observed:

"This is what the pale young Inspirationseekers need to learn—that Inspiration consists in the *fusing* not in the *gathering* of the materials for a poem or a piece of copy."

This wise statement carries us back to those shrewd lines from Sacha Guitry's play *Deburau*:

What you mean, when you do it, must of course be quite clear.

And it must seem quite clear what you're going to do.

For an audience must always feel sure of you.

Yet, when you do it, it must seem accidentally done.

Study, if you will, the advertisements in the newspapers and the magazines, and you will be interested to discover how many of them that have strong appeal at first glance have that quality of seeming accidental. That is the art of taking the gathered facts and "fusing" them.

We should be glad to have our advertisements judged on this basis.

Inquiries Solicited

To any company with a worthy product or a meritorious service to market, we offer an advertising service of peculiar efficiency, based on a sound system of compensation, carefully set "objectives," and painstaking "follow-through."

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET - NEW YORK

Telephone: Longacre 4000 Established in 1899 tailers if we can avoid doing so.
41. The word "reduction" is prohibited in all catalogue copy unless an actual reduction in price is made in the former catalogue price.
42. Uniformity in spelling:

42. Uniformity in spenii Use nickel, not nickle. Use lustre, not luster. Use gray, not grey. Use catalogue, not catalog. Use center, not centre. Use kimono, not kimona. Use accordian, not accordean

Advertising Production

[CONTINUED FROM PAGE 26]

modern news gatherers, there is much loose reporting and exploiting going on-and business has virtually been forced into publicity articles in its own behalf. It is important to have the legitimate news announcements of business authentically released. It is even more important to have the news that business creates given circulation. The men who do the news publicity are keen, intelligent citizens. They know how to dish up stuff that the newspaper public likes. Their specialties are working up features, gathering material for writers, inspiring news, and the like. They maintain close working contacts with editors. They proudly admit that they know nothing about ly admit that they know nothing about advertising, but—. They, too, are a fraternity unto themselves—with a technique that has become highly specialized.

Akin to the publicists is another growing army. It works through personal contacts. It embraces the lecturers who travel the country, stumpspeeching for causes, movements, ideas and products. Their number would astound anyone not acquainted with the facts; their methods, too. One entire corps consists of domestic scientists, who are holding cooking schools and domestic science seances; and how they know how to hold a crowd of women on household affairs! Another corps consists of more highbrow lecturers who circuit the women's clubs and church societies, holding forth on every topic, from travel to silverware. Some represent individual companies; others represent associations; still others are members of organizations sprung up to carry on this personalized missionary work. Again, a specialized technique and a specializing profession.

Beyond these five are smaller groups.

The radio group is one. All are busily engaged in making themselves specialists and in developing techniques for their particular fields.

Consider the poor advertiser. Here he is, doing as much in each field as he can afford. Perhaps a little shaky, at times, as to whether he should spend more time on this, or try this or that. Perhaps a little pessimistic at times, wondering what it is all about, anyway. Certainly a bit confused, after listening to the claims of the rival groups and finally taking consolation in the fact that no competitor is doing much better.

But is this mélange the final word of modern promotion methods? Isn't there a further step?

There is one—and it is obvious. It is coordination.

The possible gain to be secured by



"Ooo BUSY to read advertisements myself. Of course, they do good, but don't believe they affect men like myself." It's the typical head of the firm talking, the Old Man himself. But, whether he realizes it or not, that "too busy" means that only the most effective advertising reaches him, not that he's immune.

Picture stories recognize no boundaries, are stopped by no limitations of time, of age, of position. They speak a universal language and have a universal welcome. Many a penciled memo from the Old Man is because of a story in picture.

But—just as a stuttering speaker can make ridiculous a splendid message, so an illustration is no finer than the engraving which reproduces it.

> For three generations we have helped advertisers, publishers and printers to make their pictures TALK. The best picture in the world is no better than the photo engraving that reproduces it.

Gatchel & Manning, INC.

C. A. Stinson, President

[Member of the American Photo Engravers Association]

Photo Engravers

West Washington Square \$\iftrigotare 230 South 7th St. PHILADELPHIA

Larger Guest-Rooms Well Lighted Sample Rooms

—and Luxury That Is Homelike



Business executives and salesmen accustomed to analyzing the success of any new undertaking, have been enthusiastic in their praise of the much larger, more airy, luxurious bedrooms, and the well lighted, proportionately larger, sample rooms of the new Detroit - Leland Hotel

And the homelike luxury, irreproachable service, excellent cuisine and atmosphere of accustomed well-being offers you the same hospitality you would expect as the honored guest of any distinguished household.

700 large rooms with bath. 85% are priced from \$3.00 to \$5.00.

DETROIT-LELAND HOTEL

Bagley at Cass, Detroit, Michigan (a few steps from the Michigan Theater)

WM. J. CHITTENDEN, Jr., Manager



First in Brooklyn!

New York's Largest and Best Home Market

Brooklyn Times - 91,069 Brooklyn Eagle - 78,849 Standard Union - 70,129

Net Paid Average Daily and Sunday Government Statements Six Months Ending September 30, 1927

The Brooklyn Daily Times

75% Home Delivery

LORENZEN & THOMPSON, INC.

National Representatives

New York

Chicago

San Francisco

Seattle

polishing techniques still finer is not to be compared with the possible gain from coordination.

Ponder the development of music. The technique of the violin, of the wood-winds, of the brasses, was brought to a high point years ago. Was that the high point of music? Not at all. Then came coordination, and combination—and finally, the modern orchestra.

That is what must—and will—happen in advertising. Advertising's various techniques must be brought together through orchestration. The plan-man of the future will have the rôle of orchestral composer. The account executive of the future will have to be a real orchestra leader. The advertising manager of the future will have to be an impresario. The problem of the future will be to make each part of the advertising band play its score in a complete advertising composition. And the symphony which will then result will be a more powerful advertising theme than has ever been heard before.

Pepsodent

[CONTINUED FROM PAGE 22]

tists seeking to benefit others we featured a free offer at the top of our advertisements we divided our re-

sults by four.

Such things are not easy to discover. When we advertise a dessert and feature a free package, the offer is suited to human nature. When we offer a hygienic help and make the word "Free" a principal appeal, we discredit all the factors which can bring us converts

I spent much time in learning this; I wasted much money. But I always knew immediately, by my keyed coupons, the effects of every appeal. I learned my mistakes in a week. I never spent much money on any wrong theory. I discovered very quickly the right and the wrong.

Here we are dealing with one of the greatest successes in advertising: a tooth paste which, despite all opposition, came to rule the world. Today it is sold in fifty-two countries. It is advertised in seventeen languages, including the Chinese, and in each our appeal has proved to be equally effective.

We came into a field well occupied. During all of our advancement we had countless competitors; we won them all over and made Pepsodent, in a few short years, a success. That was no

accident.

The Pepsodent Company was organized on very small capital. Most of the investment went into office fixtures and machinery. All the men connected with it were old advertisers. They would never have invested much in creating trade without an assurance of quick return.

We secured that quick return. In our first test city we spent \$1,000, which came back with a profit before the advertising bills were due. We tried other cities, and they produced like results. Then our backers advanced large sums of money on a plan that had proved a certainty. Thus we established in one year a nation-wide demand. In four years the demand was world-wide.

Consider this undertaking. I know of nothing in all advertising so successful in a big, quick way. One series of

Getting the Feminine Appeal into Automobile Advertising

Father may deny it . . . but the statistics are against him. In fully 75% of all automobile sales a woman's fancy sways the choice of make and model.

Every modern motor car designer is alertly aware of this.

For every successful motor car of today is an eloquent expression of the designer's artful aim to intrigue and captivate the feminine eye.

If it is important to put feminine appeal into

the caritself, can any motor car maker afford to leave it out of his advertising?

Not synthetic feminine appeal, please note you.

But feminine appeal that is suavely *natural*; smartly tailored, not alone in pictorial garb but in the fashion of its thought and language.

You cannot make a lithe-limbed thoroughbred out of a draught horse by braiding the mane with pink ribbon.

And you can't transform a heavy-handed, unemotional piece of copy into a winsome feminine appeal by simply embel-

lishing it with a picture of a pretty woman.

Real feminine appeal must be *inbred* in an advertisement; in its idea, its message, its whole mode and manner. It can't be tacked on, as an afterthought, by physical frills and fripperies.

The sales manager of one of Detroit's greatest automobile concerns asked us the other day:

"Will some automobile advertiser be smart enough to find a message to women equal to the

soapmakers' 'The Skin youlove to touch'?'' That's not such a far-fetched question either.

For it isn't a far cry from the selling of beauty soap to the selling of automobiles.

The same emotional ingredients must go into both jobs.

A good cosmetic salesman should make a crackerjack salesman of automobiles to women.

And the man or organization successfully advertising perfumes, cold creams, toiletries and silk stockings, is eminently qualified to advertise automobiles to women.



LENNEN & MITCHELL, INC.

An advertising agency serving a limited number of large-volume advertisers

17 EAST 45TH STREET, NEW YORK CITY





Courtesy of The Reid Press Ltd. of Canada

Photography
Is merely
Our medium!

Ideas
Are actually
Our business!

The do Judio PHOTOGRAPHERS

212 West 48th Street, New York Chickering 3960

Tipper, Hollingworth, Hotchkiss & Parsons

PRINCIPLES OF ADVERTISING

The standard work on advertising. Covers plans, methods-psychology, marketing, copy, and art.

A necessary tool in every advertising man's working equipment. Will pay for itself over and over. Almost 500 pages, profusely illustrated.

Sent on 5 days' approval

Write for new, complete catalog of books on advertising and selling. No. charge.

ADDRESS DEPT. M.223

THE ROYALD PRESS COMPANY 15 E. 26th St., New York, N. Y.

THE BIG BOOK ON GOOD PRINTING

The Art and Practice of Typography

By Edmund G. Gress

The new edition is selling fast—every buyer is pleased.

Sent on receipt of \$10—45¢ extra for postage

THE AMERICAN PRINTER
9 East 38th St., New York

advertisements which I prepared would have wrecked it in three months. Yet I had at that time spent nearly thirty years in advertising. I had learned from hundreds of campaigns.

1 caught my mistakes by the coupon—caught them quickly. 1 reversed my strategy at once. Before we went very far I had found the way to quick and sure success, simply by watching returns.

A hundred tooth paste makers might start out, as a hundred have, and fall down; simply because they were wedded to some theory of which human nature failed to approve. They did not learn their mistake because they did not quickly check results. So they wrecked themselves on errors which could have been avoided.

I made for myself a million dollars on Pepsodent—on a venture which at first I refused to undertake. This was accomplished just because, by countless tests, I learned the right way to handle human psychology.

What is the lesson? It is that none of us can afford to rely on judgment or experience; we must feel our way. New problems require new experience. We must test our undertakings in the most exact way possible; learn our mistakes and correct them; and watch every appealing lead.

After this experience I can cite a hundred ways of advertising a tooth paste wrongly. And I can prove that they are mistakes. But a hundred men might follow each to the rocks if they had no gage on results. A hundred men have done so. Pepsodent offers the best argument I know for being guided by actual data.

The November 2 issue of Advertising and Selling will contain the twelfth chapter of Mr. Hopkins' autobiography, "Some Mall Order Experiences," in which he describes his views on mail order advertising.

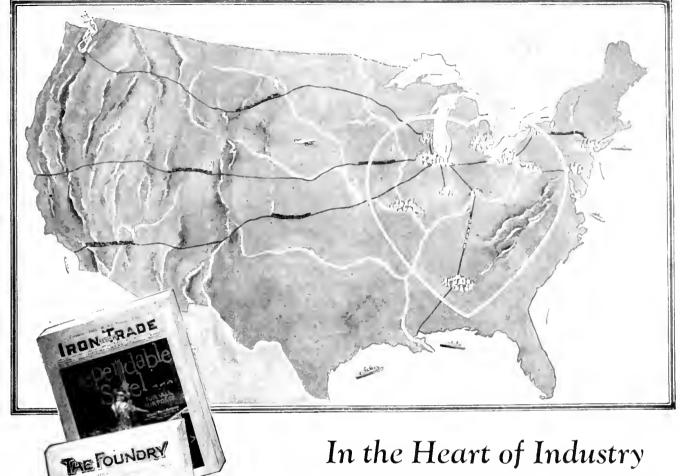
Second Annual N. I. A. A. Competition

ANNOUNCEMENT has been made of the conditions governing the second annual N. I. A. A. Research Reward for which competition is now open. This annual award is sponsored by A. W. Shaw of the A. W. Shaw Company. Consisting of a first prize of \$500, a second prize of \$250, a third prize of \$150, and a fourth prize of \$100, it is given for the most thorough, practical and effective presentation of a plan for merchandising a company, a product, or a service to the industrial business market. It is open to all members, except associate members, of the N. I. A. A.

Registration blanks and information concerning the rules of the competition can be obtained from the Recording Secretary, N. I. A. A. Research Award, 660 Cass Street, Chicago, Ill. There is

no charge for entry.

The judges are to be: Dr. Frank Parker, Wharton School of Banking and Finance, University of Pennsylvania; Dr. Daniel Starch, director, Department of Organized Research of the American Association of Advertising Agencies; George D. Crain, Jr., editor and publisher of Class & Industrial Marketing; W. L. Rickard, president, Rickard & Company, Inc.; and Bennett Chapple, director of publicity, American Rolling Mill Company.



In the Heart of Industry

N THE middle-eastern section of the United States, as shown on the accompanying map, is concentrated over three-quarters of American industry, especially the iron, steel, metalworking and engineering industries served by the Penton Publications. It is not by chance that the home of this great group of business papers is in Cleveland, practically at the center of the vast district which has been aptly described as embracing the heart of American industry. With their home offices in the Penton Building at Cleveland and branch offices at such important points as Chicago, Pittsburgh, Cincinnati, New York, etc., Penton Publications are able to cover the activities of their industries promptly and to give the majority of their readers the benefit of an overnight mail service in the delivery of their publications. In their strategic location is found just one more reason why Penton Publications represent the first choice of so many of America's leading industrial advertisers.

The Penton Publishing Ca

Penton Building

Cleveland, Ohio

The Penton Press-Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, Audit Bureau of Circulations

Member, Associated Business Papers.



ABRASIVE INDUSTRY

The OPEN FORUM

Individual Views Frankly Expressed

Ghosts and Ethics

PAGES 94 and 95 of your issue of September 7th contain the most vital contribution to advertising in the past ten years. I should have thought that you would have received hundreds of encomiums on the definite and splendid stand that Advertising and SELLING has taken. The way you talk, in that two-page spread, is the way I have been talking for twenty years.

It is pretty bad when writers have to stand for all sorts of literary fakes, but when it gets down to the point where some ignoramus who has won a sporting event comes out with a story, not only with his name at the top as author but, if you please, also with fine phrases and Latin "quotes"-well, you feel as if the writing business was on the road to nowhere.

I have always maintained that if someone suggested the idea of a picture to an artist the artist would never put that someone's name on the picture when the work was done. Therefore, isn't it letting writing down far enough to put the source of a talk, rather than the source of the actual writing, at the top of an article, especially if the man who talks could not, under any circumstances, write what would pass the editorial blue pencil?

As far as I am concerned, ADVER-TISING AND SELLING can repeat pages 94 and 95 as many times as they like in succeeding issues. Having been a subscriber to your journal from its inception-and never having written you before—the best tribute I can pay you in this, my first letter, is to say you have made a contribution to the ethics of the writing profession praises of which will never cease to be sung.

A. A. Briggs, Advertising Manager, Dunlop Tire & Rubber Goods Co., Ltd., Toronto, Canada.

The pages to which Mr. Briggs refers apeared in Advertising and Selling for eptember 7, under the heading "Why We The pages to which Mr. Briggs refers appeared in Advertising and Sepling for September 7, under the heading "Why We Don't Print 'Ghost Stories.'" the Editor stated that Advertising and Sellino would use "big" names in the future as it has in the past, when the men behind those names have something important to say. "But the writing under those names will be bona fide, unless it is clearly stated in the headline that the material is derived from a first hand interview."

Grading Circulation Quality

N article appeared recently in a pub-Alication devoted to the promoting of the circulation of periodicals, implying that the Audit Bureau of Circulations has in mind the "grading" of circula-

tions according to quality, I thought the impossibility of doing any such thing by the Audit Bureau of Circulations or any other organization or bureau was pretty well understood, but since it has again been proposed, will you not, for the good of the cause and to allay any anxiety which may exist in anybody's mind, allow me to explain why, in my opinion, the Audit Bureau should never attempt to "grade" circulations according to quality?

"Quality" or "value" is anything is a relative and not a positive concept. What might be "quality" or "value" for one person might not be such for another, because the needs of each might differ. A fine piece of woolen fabric might be the quality material for a man's suit and might also entirely satisfy a woman who was seeking a coat, if she were merely looking for something to keep herself warm, but it would be anything but "quality" if the lady had in mind keeping up with Mrs. Jones who sports Russian sables. Gold might be the quality material for a jewel box, but if the box were to be the depository of a piece of precious radium, gold would be inferior and lowly lead would be the quality material.

In every case the individual advertiser, or his agent, after he has studied his client's objectives, must decide what is quality for his purpose. The individual my "grade" circulations, but no general grading of all circulations for all advertisers by a general organization or bureau is possible.

That is why the A. B. C. has declined all invitations and demands that circulations shall be tagged as good or bad, and will continue to refuse. The Bureau can and does state facts upon which the individual advertiser may base his own judgment of value for his own purpose, which is an entirely different matter. The Bureau of Standards can and does test a sample of steel or bearing metal and report on its characteristics, but it does not say to all steel or bearing metal users, this steel or this bearing metal is good for all purposes and that one is bad for all purposes. The Audit Bureau can and does say that a certain circulation contains certain subscriptions obtained by the use of premiums or contests, or through clubs and that some subscriptions are in arrears, but it does not state that such circulation is good or bad. It does state that certain circulation is in California or Maine, but it does not tell the advertiser he should use only California

It seems very simple to me, but I rec-

ognize that there are a great many people in the world who like to have their decisions made for them by an authoritative body, like the church or a political party, or some bureau. It's a comfortable way to live, I suppose, but I hope the Audit Bureau of Circulations will never depart from its present rôle of an auditor of facts.

O. C. HARN, Managing Director, Audit Bureau of Circulations,

Chicago.

Advertising Economics

HAVE just finished reading the tenth installment of "My Life in Advertising" by Claude C. Hopkins as published in your Oct. 5 issue, and I still have fresh in my mind many of the comments by advertising men on the much discussed book, "Your Money's Worth."

I believe that if Messrs. Chase and Schlink were asked to write a fitting headline for the aforementioned installment of "My Life in Advertising" they would suggest "Puffed Prices for Puffed Grains."

Let me quote from Mr. Hopkins:

"I looked over the line and I found two appealing products. One was called Puffed Rice, the other, Wheat Berries. The rice was selling at ten cents then, and the wheat was advertised at seven cents. The sales had been declining. The makers were convinced that the products could not succeed." succeed.

I asked them to change prices, so that Puffed Rice sold at fifteen cents and Puffed Wheat at ten cents. This added an average of \$1.25 per case to the billing price. That extra gave us an advertising appropriation. The theories behind this puffed grain campaign are worthy of deep consideration, for it proved itself the most successful campaign ever conducted on cereats. It made Puffed Wheat and Puffed Rice the largest money-earners in the field of breakfast foods."

I understand that Mr. Hopkins' book, "My Life in Advertising," is to be published and distributed to the general public through the usual channels of distribution, and I am forced to wonder what the reaction of the public will be when they see that for no apparent reason whatever, except to increase the profits of the manufacturer, an advertising expert increases the consumer price of breakfast food approximately fifty per cent with no accompanying increase in the value to the consumer.

In my humble opinion any consumer reading this confession would have a right to assume that the attitude of the advertising man is, "the public be

It might be interesting to see how your readers feel on this point.

· ONE

H. K. DUGDALE, Vice-President, The Green & Van Sant Company, Baltimore.

Preferred Position

AMERICAN advertisers pay hundreds of thousands yearly to assure preferred position for their advertisements in the newspapers and magazines of the country.

"Page 2"—"Next to Reading"—"Financial"—"On Woman's Page"—"Sporting Page"—"Right Hand Page"—read the insertion orders and the extra rate is gladly paid to assure position—preferred position.

But have you ever considered your dealer's window as offering the most advantageous position of all? The preferred position at no cost to you and your advertising story complete where people come to buy—AT THE ACTUAL POINT OF SALE?

Your window display, if properly planned, says, and says it forcefully, "Here is the goods and this is the place to buy it."

No other medium offers the advantages, the flexibility or the economy of window display advertising. Cover the country, cover one city, one section, one street, as your budget permits, but always at the point of sale—YOUR DEALER'S WINDOW!

Only recently have advertisers given the subject of window display the same serious study, checking and analysis they have given to other mediums, and with startling results.

Window display advertising as an actual advertising medium through its economy, its force and its actual tangible sales result is opening eyes to the fact that here for the mere asking is one of the most logical and profitable mediums available.

The Einson-Freeman organization have devoted 25 years to the pioneering and development of this medium and this experience has amassed an amazing ar-

ray of proven facts that make a sound sales story to manufacturers whose ears are attuned to the sound of increased ringing of cash register bells.

EINSON-FREEMAN CO. INC

Lithographers

offices and complete manufacturing plant 511-519 East 72nd Street · New York City

Bernhard Cursive

is a new tool for vour work, a new medium of expression, a new bearer of impressions, thoughts and feelings. It is a reliele of supreme grace and rare beauty. It ex= presses through its form and proportions a subtle message of quality and charm and does it more convincingly than any words.

Disk for our Portfolio of Instinational Prints The BAUER TYPE FOUNDRY The New York . 230 10 43d Street

BERNHARD CURSIVE IS PROTECTED BY NUMEROUS DESIGN-PATENT APPLICATIONS

THE FORUM

announces

the appointment of

Mr. Straud Galey

Western Advertising Manager

111 West Monroe Street, Chicago Telephone-Randolph 3214

CONTROVERSY MAGAZINE

> Edited by HENRY GODDARD LEACH 441 Lexington Avenue, New York City

Everybody's Business

[CONTINUED FROM PAGE 5]

being unlucky is pure bunk? casy it is to put the stamp of untruth on a multitude of common beliefs. Mad dogs do not avoid water. Diamonds do wear out-when employed for cutting glass they become practi-cally useless in ten weeks. The ocean is not actually blue, but appears so bethan other colors. A red rag waved be-fore a bull will not excite him any more than a rag of any other bright color. It is the strangeness of the moving object, not the redness of the rag, that bothers the bull. In actual experiments, the bull paid more attention to white rags than red ones.

WIDELY advertised fallacies are blessed with remarkable longevity. A Tory preacher who was driven out of the Colonies to England was largely responsible for the notion that New England was cursed with blue laws. In his resentment, this clergyman published a long list of absurd enactments for the purpose of slurring the intelligence and character of the American patriots. He even went so far in his fabrications as to say that no woman was even permitted to kiss her child on the Sabbath Day.
The truth is that the Colonial Acts

were no more intolerant nor bigoted than the laws of the rest of the Colonies and even of England and other countries at that time. But the Tory preacher's libel of early American customerical processes the follows that toms still perpetuates the fallacy that New England was in a class all by itself in restricting personal liberty.

We ridicule the methods of the medicine men of savage tribes, forgetting that many kinds of modern healing include procedures no less fantastic. Such physical benefits as may accrue from an optimistic mental posture could have been secured by early healers even if their methods did differ from those of modern times. Recently I wandered modern times. Recently I wandered into a crowded health-and-power meetinto a crowded health-and-power meeting. In response to the leader's greeting, "How are we all tonight?" the audience chanted in unison, "Fine and dandy. Why shouldn't we be?" The lecturer told how to obtain physical and financial success and then distributed involves. uted circulars.

How strange it is that practically all of the people who claim to be endowed with the power to obtain wisdom and advice from the other world never seem to be able to profit themselves from their superhuman ability. Invariably they are diligent seekers after the dollars of their clients in order to overcome the usual scantiness of their own

financial resources.

I might go on and present an endless array of fallacious notions now current in the public mind. The common sayings about ground-hog day, a showery Easter Sunday, a rainy St. Swithin's Day, and a supposed equinoctial storm are all silly fabrications. Nine people out of ten are sure that all of the brain is sensitive, whereas important parts are as insensitive as shoe leather and one portion could be touched or even cut off without stopping the patient in a sentence he might be uttering. Night air does not differ from day air except that it contains a slightly increased percentage of carbon dioxide. And as

Sept. 1927

than 300.000

NEWS-STAND SALE

Notice, first, that this line, representing news-stand sale alone, has been rising steadily for more than two years. The public interest in Collier's is a sustained interest. Notice, also, that it is mounting faster now than at any previous time. The public interest in Collier's is a rapidly growing interest.

427 advertisers

have already placed orders for space in 1928, and will be rewarded for their foresight by an excess circulation of more than 350,000 copies an issue. We have achieved such power and momentum in Collier's that any advertiser who orders space in this magazine will get all he pays for and a substantial dividend besides.

THE CROWELL PUBLISHING COMPANY

Colliers

Olliers

Total net paid circulation more than 1,450,000 a week

298,859

fundamentals

ABOUT



and SMALL TOWN AMERICA

Grit is a unique combination of Weekly Illustrated Newspaper, Family Magazine and Story Section combined. Started 45 years ago it has grown steadily. The average circulation in 1927 is over 350 000 copies a week

United States of from 100 to 5,000 population whose characteristics are just between those of large cities and those of the isolated rural homes.

GRIT is delivered each week to the homes of more than 1,500,000 people, in over 12,000 small towns and villages throughout the United States, by its own 15,000 boy agents, for five cents a copy.

With all the independence of a rural dweller, they enjoy the conveniences of the cities—bath rooms, telephones, electric light and power, vacuum sweepers, washing machines, etc., to a degree comparable to many metro politan areas.

SMALL TOWN AMERICA comprises

those towns and villages in the

Grit is specifically designed and edited to instruct, inform and entertain the families in these small communities, and is made in four separable sections, so that the several members of a family may enjoy GRIT at the same time.

69% of GRIT readers in SMALL Town America own their own homes. 79% have money in the bank ready to invest in more conveniences, and luxuries, too, for themselves and familieswhen properly persuaded.

Diversity of content holds the interest of the entire Small Town family, as something of interest for every reader has been Grit's steadfast aim. Grit's half tone illustrations are regarded as among the finest in newspaper printing anywhere.

70% of the heads of GRIT families are less than fifty years old and 75% earn more than an average income. These families surely represent a potential adver-tising field that no general advertiser can neglect or afford longer to ignore.

Grit owns and exclusively occupies its own complete printing and engraving plant where its 200 home office employes work harmoniously together to make each successive issue better, and to justify its claim as "America's Greatest Family Newspaper.

In planning any advertising campaign realize that No Other Single Publication Reaches More Than 10 Percent of Grit Families — that only through GRIT you can reach the 350,000 active prosperous GRIT families in SMALL TOWN AMERICA.

Grit Publishing Co., Williamsport, Pa. The John Budd Co., National Advertising Representatives

NEW YORK CHICAGO ST. LOUIS ATLANTA SAN FRANCISCO LOS ANGELES PORTLAND

NOTE: The readers of Advertising & Selling are the best men in the advertising business to work for. We'll introduce you in

The Market Place

for the notion that lightning never strikes twice in the same place, the Eiffel Tower, which is amply protected, was struck six times during one storm.

A lot of people still hold the notion that business depressions come at the

that business depressions come at definite time intervals—most of them say seven years. Since 1812, the intervals clapsing between important recessions in industry, expressed in years, have been as follows: 6, 7, 12, 10, 10, 16, 11, 6, 3, 10, 4, 3, 3, 7. If any one can find an existing relationship between these figures, he is some mathematician.

Life is but a never-ending succession of puzzles and paradoxes. Our important work is to pick the facts from the fallacies. We have passed the age of witchcraft because we are able to un-derstand and explain far more of life's rhenomena than could our forefathers. But it is time we turned the light of truth on a multitude of illogical notions that exercise an adverse effect upon our lives and pocketbooks.

Higher Salaries to Advertising Managers

[CONTINUED FROM PAGE 20]

This means lower prices. Lower prices mean shorter profits. Short profits mean a crusade against

A crusade against waste means a searching examination of advertising. This means advertising must pro-

duce results!

This means a big boost for the buy-ing side of advertising.

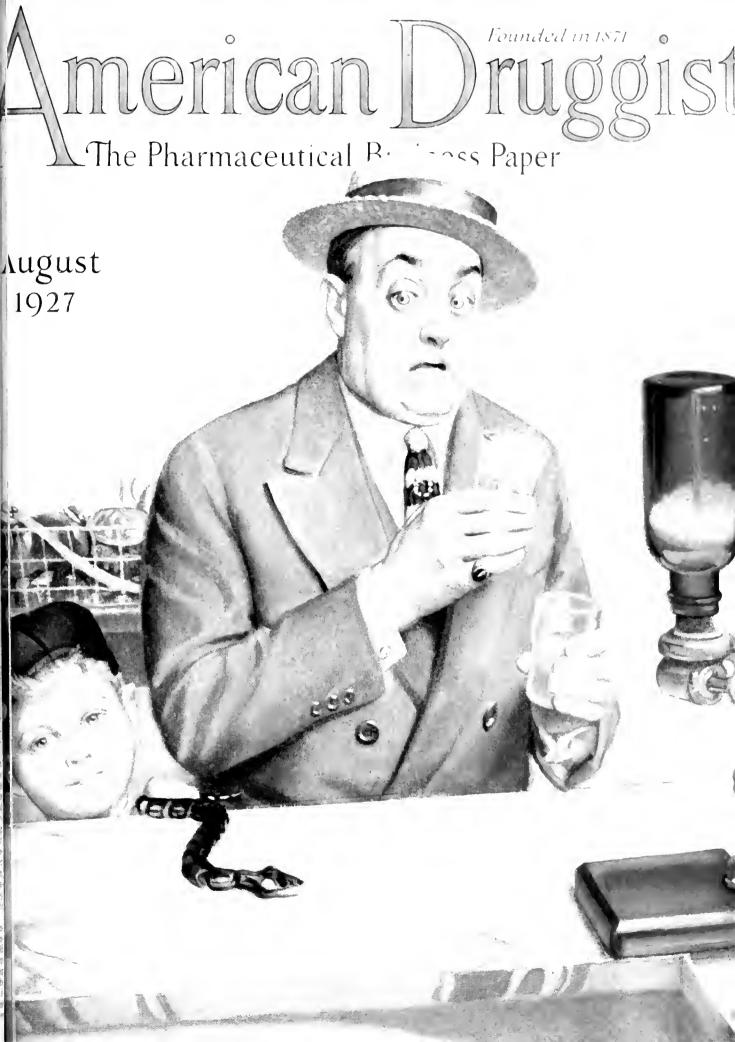
The United States Treasury Department finds it impossible to keep men of the highest type on its tax payroll. As soon as an employee shows himself an expert in collecting income taxes, a dozen big tax payers bid for his services to help them avoid taxes. Since they save huge sums of money directly through his services they can easily afford to pay him more than Washington pays its Cabinet Members.

In the same way, one of these days, advertisers spending, say, \$250,000 will find themselves able to pay a man of their own who will double its effectiveness—or save half—twice or three times as much as any publication or advertising agency can pay a salesman to fight for a share of that appropriation

priation.

In our present easy prosperity there is little urge to break away from the comfortable habits of the past; it is easy to forget that there are facts about advertising. Nobody is thanked for insisting that advertising, not merchandising or markets, but advertising itself, is governed by rather exact laws. In leaner days of keener competition there is going to be a rather frantic digging for this information. The men that have this vital information will then be ranged where they properly belong: on the payroll of the people who spend the money.

As soon as advertisers see the economy of paying their advertising managers the highest salaries in the field the buying of advertising will begin to approach the organized skill in selling it. Equilibrium will be attained for the first time in advertising history. Advertising will automatically become economic. And one more cause celebre



A Good Cover isn't it?

Not the kind of a cover you find on the average "trade magazine."

The American Druggist isn't an average "Trade Magazine." It is a business magazine. Starting with the front cover every page of the American Druggist is interesting, practical, readable.

Advertising in any magazine, trade- class- general- competes with one thing—the reader's time. Don't you agree with us that the American Druggist type of magazine will get more than an even break on the time a druggist can give to his business reading?

In making up your lists for 1928, put a copy of American Druggist along side of any other magazine reaching this field. A large type page, splendid illustrations, editorial pages that reflect modern conditions; a business magazine for business men in the drug trade field; one they read because they like it.

The American Druggist meets the highest standards of magazine publishing. Make this comparison!

The paid subscription list of American Druggist is growing at the rate of approximately 2,000 a month. This paid circulation is concentrated in the profitable urban market where is done 75% of the total volume of the country's drug merchandising.

will have evaporated into thin air. I, | for one, would like to see Mr. Borsodi's challenge taken literally. Nobody would be more interested to see what the American Economic Association would make of the examination he proposes. But I am reminded of the old colored man's reasons for preferring a motor ear to an airplane. "Comes a collision," he said: "You bump—and there you is. But you bump up in the air—and where is you?" "Comes a

The Trend of Business

[CONTINUED FROM PAGE 38]

in the year 1922, our exports were greater than before the war both in value and volume, having averaged about \$2,180,000,000 a year during 1910-14 and exceeding \$3,830,000,000 in 1922. Our exporters have certainly climbed with surprising speed, having increased their overseas sales by more than one billion dollars during the past five years, and this in the face of most harassing competition in the shape of depreciated European currency and labor costs, wholesale export subsidizing by competitor governments, and serious demoralization in many otherwise attractive markets through depressions in their home industries, such as sugar in Cuba, coffee in Brazil, cereals in various parts of the south temperate zone, and disturbed politico-economic conditions in many European and northern Latin American areas.

Those commodities, whose success in export is most dependent upon efficiency in production and salesmanship, namely, fabricated wares, have shown extraordinary expansion. Our exports of finished manufactures last year were more than 60 per cent greater in value than in 1922, which with falling export prices has meant an even greater quantitative gain. In fact, our exports of finished manufactures are now nearly three times as great as the annual average during 1910-14, which even after allowing for changing price levels, leaves a margin of considerably more than double in volume.

Getting Newsy

Pictures

[CONTINUED FROM PAGE 24]

rapher in initial work. The views that are paid for may not be useful—but a business contact will be established that will later lead to the securing of invaluable

scenes.

Always the negative is secured before the bill is paid.

It is necessary to curb the professional's habit of taking several views on one job that are too much alike—pay him traveling expenses if necessary, but be careful about accepting "duplicates."

Acknowledge cvrrp picture and criticise it—tell why it is useful or not.

And so for some months more pictures than can be used in the company's monthly house organ, catalogs, folders, etc., have come in. The poorer ones are discarded and by skimming the cream from the performance pictures supplied by hundreds of men in the field, the quality of literature has been improved.

"Get the Facts," Says Roger Babson, "Or the Facts Will Get You"

September Advertising Volume

384 advertisers used 361 pages in HARDWARE AGE

190 advertisers used 124 pages in Publication B.

129 advertisers used 67 pages in Publication C.

109 advertisers used 109 pages in Publication D.

Each year HARDWARE AGE publishes more advertising pages than all other national hardware papers COMBINED.

Hardware Age

"The World's Greatest Hardware Paper" 239 West 39th Street, New York, N. Y.

Charter Member-A, B. C.

Charter Member -A B P., Inc.

Shoe and Leather Reporter Boston

The outstanding publication of the shoe, leather and allied industries. Practically 100% coverage of the men who actually do the buying for these industries. In ite 67th year. Published etch Thursday. \$6 yearly. Member ABP and ABC.

Topeka Daily Capital

The only Kansas daily with circulation thrunut the state. Thoroughly covers Topeka, a midwest primary market. Gives real cooperation. An Arthur Capper publication.

Topeka, Kansas

The Standard Advertising Register

is the best in its field. Ask any user. Supplies valuable information on more than 8,000 advertisers. Write for data and prices.

National Register Publishing Co. Incorporated

15 Moore St., New York City B. W. Ferrel, Manager

Folded Edge Duckine and Fibre Signs Cloth and Paraffine Signs Lithographed Outdoor and Indoor Displays

THE JOHN IGELSTROEM COMPANY
Massillon, Ohio Good Salesmen Wanted

O.P.M.

T is noticeable that when it comes to spending Other People's Money the same serious attitude towards the purchase can rarely be achieved as when one's own coin is involved.

After all, it isn't my money, thinks the spender. And, of course, the spender's merely wants the money; he should worry about whose it is, or under what circumstances it is obtained.

So, those whose task it is to sell advertising space witness some amazing phenomena.

Here is a fellow whose egotism is nourished by the experience of being solicited by the representatives of a great national magazine. If he is important enough to be recognized by this big publication then his message must be important enough to be placed therein.

It mattereth not that there will be thousands upon thousands of waste copies circulated. It makes no difference that as good, or better, a job could be done by using one or more smaller, more specialized mediums at a fraction the cost.

The idea is that so high-priced a medium must have, per se, a lot of potency, else it wouldn't be so highpriced. And, anyhow, there is a great thrill in bnying space that runs into thousands of dollars a page. It makes one feel that he really does amount to something after all. And, besides, the company is pretty well off, it will probably survive the shock if the campaign doesn't pan out. Also, and furthermore, advertising is such an intangible thing, who is going to be able accurately to check up the re-

Another type of man uses O. P. M. to promote his own comfort and en-joyment. The solicitors who flatter him the most and are the best entertainers cop off his business every

There are other loose spenders of O. P. M. whom I haven't room to mention here.

But, one clear moral can be drawn: Those who are careless with O. P. M. or divert it from proper use never get very far. Their sins always overtake them.

a. R. Maujer. INDUSTRIAL POWER 608 S. Dearborn St. Chicago, Ill.

Suspect, if you like, that there are "sour grapes" above, but we really are glad to know that INDUSTRIAL POWER is sold strictly on its merits. We would be grateful for the privilege of telling you why.



Will It "Radio" Well?

It was a foregone conclusion that, some day, some magazine would try ont the radio for promotional purposes. Collier's has done so. Sunday, Sept. 18, it made its début on the air. And every Sunday night, from now on, the Collier's Hour will be a feature offered by WJZ.

Good! Very good! But what I'd like to know is this: Will the editor of Collier's, hereafter, consider Mss. from the standpoint of-will it "radio" well? Some editors, when they look at a story, ask themselves, will it "screen" well?

If this sort of thing keeps up, the poor author is going to be up against it harder than ever.

Women's Salaries

We were talking-a friend and Iabout a woman who finds it necessary to earn her own living. She isn't young, she has had very little business experience, but she is exceptionally capable. And she has "a way with her."

My friend's idea was that she wouldn't have the least trouble in landing a job that would pay her five thousand dollars a year. My own belief is that she will find it extremely difficult to earn two thousand dollars. And that any such salary will come to her only after she has proved her value. Which may be a matter of years.

If there is anything in the business world which is a profound secret, it is the annual income of women who have positions of responsibility. Buyers for department stores, I imagine, are well paid. They should be, But, outside of them, I doubt if five business women in America are paid as much as \$5.000 a year. I may be all wrong in this belief. If I am, I'd like to know it.

"M/V"—a New One

Very possibly, you do not know what m/v means. It is "short" for motor vessel. Some day, it will be almost as generally used as "S. S." now is. I say this for a very good reason -at the present time, there are actually more motor vessels being built than steamships. They seem to be the ships of the future.

Men Over Fifty

William C. Freeman's article in the October issue of the American Magazine—its title is, "I Have Made a Million Dollars but I Haven't Got a Cent" -will, I hope, be read by every man in the advertising world who thinks that the sun will always shine and that he will, forever, enjoy an income far beyond that of the average man. It may open his eyes.

"Pop" Freeman's story is a frank admission that he has been a good deal of a fool insofar as money is concerned. He should know.

But Freeman is only one of thousands. Among my acquaintances are scores of men-and when I say scores, I mean scores-who find themselves in a position which can only be characterized as "tragic." They have ability, energy, experience-in short, all the qualities which, one would think, are necessary for success. But-they are past fifty. They are not wanted.

Right on Their Toes

If half the things one reads are true, Germany does not need the money of American tourists half as badly as certain other European countries. But you wouldn't think so if you did what I have done recently-go to the information bureaus of various European railways in the hope of getting answers to some of the many questions which perplex travelers. For it is a fact that, of all these bureaus, that of the German railways seems to be the only one which cares two hoots whether or not you get what you want. Its staff is right on its toes-alert, obliging, anxions to please. At the offices of certain other European railways-I'll not name them-you are treated with indifference or something which is very close to it. You would think that the representatives of countries which need American dollars would go out of their way to make things easy for the prospective visitor. They don't.

Stage Money

Another actor-and a mighty good one-is bankrupt; poorer by twenty or thirty thousand dollars than the day he was born.

What is the matter with these great ones of the stage and screen? Are they fools in everything that has to do with money or are the fabulous salaries they are said to get, paid them in stage money?

JAMOC.

These Figures... Surprise No One

HE pace that the Chicago Evening American has been setting in advertising and circulation in recent years has been so astonishing that no one is surprised nowadays to learn of new achievements.

So this report of advertising for the first eight months of 1927 is here set down merely as a matter of record:

(Sunday lineage of morning papers included)

These figures are but a further proof that advertising values in Chicago are being re-measured to conform to the dominating circulation of The Chicago Evening American.

562,129 daily average for the past eight months



a qood newspaper

"Arlington Operated"

HOTEL

Broadway, 73rd to 74th Sts., NEW YORK CITY

12 minutes from Penn. and Grand Central Stations 5 minutes to Theaters and Shopping Districts

1260 ROOMS (All Outside)

New York's most complete hotel. Everything for comfort and convenience of our guests.

TWO RESTAURANTS

Open from 6:30 A. M. until midnight. Music, Dancing, 2 Radio Orchestras, Ladies' Turkish Bath, Beauty Parlor, Drug Store, Barber Shop, Stock Broker's Office. All in the Ansonia Hotel.

TRANSIENT RATES

300 Rooms and Bath. \$3.50 per day
Large Double Rooms,
Twin Beds, Bath. \$6.00 per day
Parlor, Bedroom and
Bath (2 persons)...\$7.00 per day

Special Weekly and Monthly Rates

A restful hotel—away from all the noise and "dirt" of the "Roaring Fortics." No coal smoke; our steam plant equipped oil fuel. Coolest Hotel in New York in Summer.

THE ANSONIA

IN CONJUNCTION WITH THE Hotels Colonial, Anderson, Richmond and Cosmopolitan

"Arlington Operated"



AN organization so complete and facilities so flexible that a job of printing of any size and importance seems to exactly dovetail with our capabilities.

The Cargill Company
Grand Rapids

Characteristics of the Industrial Market

[CONTINUED FROM PAGE 21]

panies there is no inter-mixture of the tire business and the mechanical rubber business, for example, except that the same warehouses occasionally are used for carrying stocks of both lines of products.

HIS fact of differentiation between The market for consumers' goods and the industrial market is one of the basic considerations in marketing. One essential difference is that for industrial goods the market can be more clearly defined than can the market for consumers' goods. For practically every item that is distributed for use by individual consumers there are large numbers of potential or actual customers, who are widely scattered and whom the manufacturer must approach en masse.

For industrial goods, on the other hand, the market generally is confined within narrower and better defined limits, and a more highly specialized

approach is required. There are wide variations, to be sure, in the definiteness of the market for different industrial goods. Commercial stationery, for example, is an industrial goods which finds a market in all industries or trades and among firms of all sorts, whether large or small. Valves, to cite another example, have a market in a large number of industries, including all the process industries and various others. The market for drying machines likewise cuts across numerous industries. Ore crushers, on the other hand, can be sold only to mining companies. In any case, prospective customers tend to be fewer for industrial goods than for consumers' goods and to be more readily located.

There are other contrasts between the two types of markets. For most sorts of industrial goods the unit of purchase by the user is much larger than the unit of purchase for consumers' goods. A manufacturing company purchases a fleet of motor trucks, whereas the family buys a single automobile. A steam turbine represents a large investment. Paint is bought by the barrel by many industrial users, whereas consumers purchase in quart cans. In numerous instances purchasers of industrial goods require special engineering or designing advice, a service which is possible only with large unit sales.

From the nature of the two markets it follows that direct sale of industrial goods by the manufacturer to the user is common, but that such a direct method of marketing is of very rare occurrence in the field of consumers goods. It is true that several types of industrial goods are distributed through dealers, but even in those cases the goods usually do not pass through the hands of so many intermediaries as in the case of consumers' goods. A few examples of industrial goods which are sold directly to users

are street railway cars, steel products, trucks, automobile machinery.

In analyzing the industrial market, I have found it helpful to use the following sub-classification of industrial goods.

1. Installations

2. Accessory equipment 3. Operating supplies

4. Fabricating parts 5. Fabricating materials

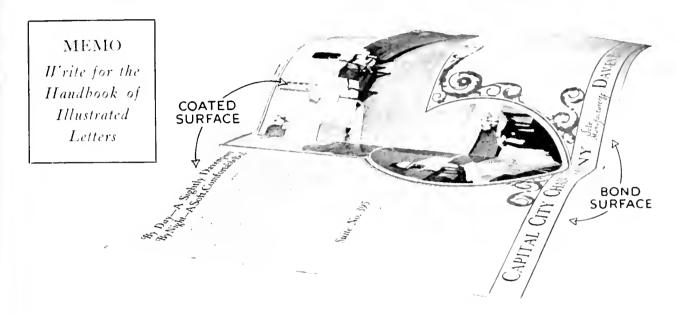
6. Process materials 7. Primary materials

Installations constitute the major equipment of a plant, such as rubber calenders, woolen cards, steel furnaces, and steam generators. The selection of such equipment is governed by the product which is to be turned out in the plant or by the nature and scope of the operations to be performed. The market for installations is one in which repeat demand is infrequent. Such equipment is bought only for a new or enlarged plant or for replacements in an existing plant. Its purchase requires capital expenditure and is governed in large measure by general conditions in the particular industry in which the equipment is to be used. In the sale of installations, engineering and designing service is of special importance. The higher plant executives usually determine the purchase of such equipment. These executives belong to what has been termed a vertical buying group, composed of men who are concerned primarily with the operation of an entire plant, as a unit in a particular industry, in contrast to what is called a horizontal buying group made up of men concerned with particular plant functions common to many industries.2

CCESSORY equipment is the aux-Ailiary or supplementary equipment of a plant; it serves to facilitate the operation of the installations, to aid in carrying on administrative and auxiliary services, and to assist in the performance of other, miscellaneous tasks. Examples of accessory equipment are small motors, tools, time clocks, conveyors, factory trucks, and steel shelving. The market for an item of accessory equipment cuts across many industries. In approaching his market, therefore, it is necessary for a manufacturer of accessory equipment to ascertain the types and sizes of firms which are potential purchasers. Standard Conveyor Company, to which reference was made in the previous article, was selling accessory equip-ment which found a market in a variety of industries but which could not be used in small plants. Hence it was advisable for the company to exclude from its list of prospective customers those firms which, although of the

¹ See Melvin T. Copeland, Principles of Merchandising, pp. 130-154. ² McGraw-Hill Publications, Industrial Marketing at Work, pp. 28-33.

A Paper Made Especially for Illustrated Letters



- —One Side a bond for facsimile Letter
- —the other a coated book for fine color printing
- —a sheet that is truly opaque——!

A S advertising grows, it finds itself needing new papers . . . a bond paper of reasonable price . . . a coated sheet that folds well . . . a good paper of extreme light weight.

So the need sprang up for a paper suited to four-page illustrated letters, for neither bond, book nor coated papers combine in a single sheet all the needed virtues.

Bond papers from their very nature did not have the opacity that the four-page letter demands. The surface was not suited for fine screen halitone printing.

If coated papers were used, the letter looked too much like a circular. It lost the "letter look" that bond papers alone seem to give.

So we produced TWO-TEXT, a bond paper on one side for the typewritten message . . . a coated paper on the other for the illustrated part . . . a sheet that is opaque.

TWO-TEXT is sold by leading paper houses in the United States and Canada.

We will gladly send sample sheets upon request and the names of our distributors.

STANDARD PAPER MFG. CO. Richmond, Virginia

TWO-TEXT is recommended for:

Direct Mail

- For sales letters of manufacturers selling direct to consumers.
- -For sales letters of manufacturers selling to industries.
- -For sales letters from the manufacturer to his trade.
- For merchandising magazine advertising or poster campaign to the trade.
- -For answering inquiries as to product--service, employment,
- —For sales letters to retailers.

Dealer Helps or Salesmen's Aids

- -For sales letters supplied complete to dealers or mailed to lists furnished by them.
- For dealer letterheads earrying agent's name outside—manufacturer's message inside.
 - For hill heads of agents or dealers.
- —For providing miniature posters for window displays that are reproductions of magazine copy or posters on one side and a letter to the dealer on the other.

TWO-TEXT

ILLUSTRATED

LETTER

side-abond paper

Banker Influence

makes or breaks many a sale or loan. Our Magazine reaches a larger number of bankers than any other, and, what is more, they are influenced by it. The intimate nature of their interest in us is evident in our daily editorial mail from them, asking our advice on the financial problems of their institutions, and clients.

We reach over 20,000 of the 26,000 rated banks in the United States.

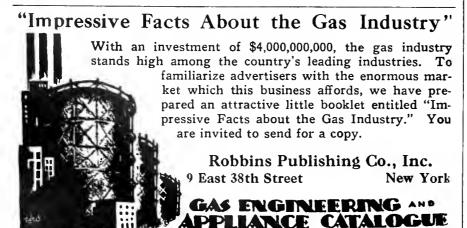
MAGAZINE WALLSTREET

Member A. B. C.

42 BROADWAY

NEW YORK

No. 9 of a Series



type that uses conveyor installations, were too small to use such conveyors as the company produced. In the market for accessory equipment, unlike that for installations, the buyers usually are of a horizontal buying group.

ly are of a horizontal buying group. The third sub-group of industrial goods, operating supplies, includes supplies which are necessary for the continuous operation and maintenance of a plant, store, or office, but which do not enter directly into a manufactured product. Lubricants, paint for maintenance purposes, cleaning compounds, accounting books and forms, and packings for pumps and valves are examples. Such supplies are used up continually and are replenished with more or less frequency and regularity. They are indispensable to the operation of a plant, but the market for them has quite different characteristics from those of the markets for equipment or for materials from which the products are made.

Operating supplies usually are bought by purchasing agents, with or without specifications by plant superintendents or other executives of similar rank. The purchasing of operating supplies is seldom a matter with which the chief executive of a company concerns himself. The buyers of this class of industrial goods belong in a horizontal group and are analogous in that respect to the buyers who control the purchases of accessory equipment.

Fabricating parts are manufactured articles which are incorporated without modification by the fabricator, with other materials or parts in completed products. These fabricating parts range all the way from pressed metal parts used in the manufacture of electric meters and calculating machines to glass insulators and containers, bearings for railway cars, motors for vacuum cleaners, trolley catchers, engines for concrete mixers, and automobile bodies.

THE market for fabricating parts is essentially a vertical market, that is, a market by industries rather than by functions extending through diverse industries. For a fabricating part like an automobile body, the market is found only in a single industry. A company manufacturing pressed metal parts, on the other hand, finds its market in a series of industries, but the purchases in all cases are made with reference to the special requirements of each industry.

When fabricating parts are purchased on a long contract, the contract usually is subject to approval by a high official in the fabricating company. The type of parts to be used and the specifications for the parts, however, are determined by the men who design the products into which the parts are to go. When the parts are highly specialized, the decision by the men who determine the product design usually governs the source from which the parts are to be purchased. In other instances, where the fabricating parts are not highly specialized and where similar parts can be secured from several sources, the selection of the particular source from which the articles are to be bought is usually left to the purchasing organization. This contrast is illustrated by the following situations. The engineers of an automobile manufacturing company select a particular starting motor as one of the basic specifications of the car. The



BEAUTY GONTESTS are not confined to Bathing Girls

much for granted. They look over the magazines and catalogs, or the dealer's stock and decide to buy what most appeals to their sense of *Beauty*. So put the utmost *Beauty* into your advertising. Make the finest possible impression upon the people whose judgment you seek to win.

The whole foundation of attractive advertising is paper specially surfaced to show fine artwork, cuts and typography to full advantage. Always specify such a surface ("coated") paper—of

known high standards—for your leaflets, booklets, catalogs, broadsides, house organs. Even in selecting magazines for your advertising, consider the quality of paper; publications that use Coated Papers do better printing. Cantine's Coated Papers in particular reflect the quality that comes from nearly forty years of concentration on an art that calls for specialization.

Write for the Cantine Sample Book and nearest distributor's address. Also particulars of the Cantine Awards for outstanding merit in advertising and printing. Dept. 343.

The Martin Cantine Company, Saugerties, N. Y. New York Office, 501 Fifth Avenue

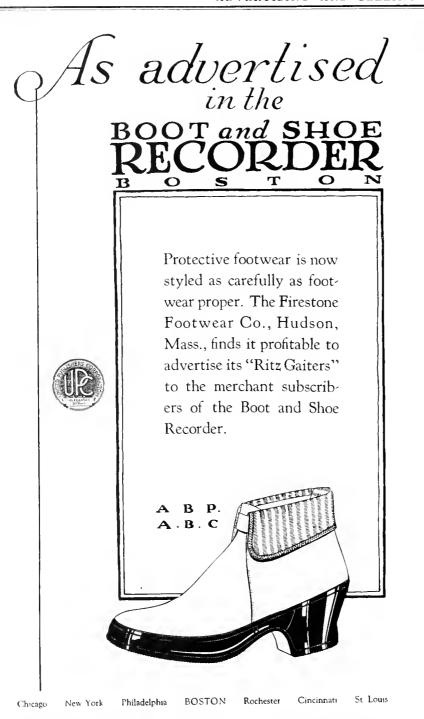
Cantine's

COATED

CANFOLD

ASHOKAN NO I ENAMEL BOOK ESOPUS

VELVETONE SEMI DULL - Easy so Print Lітно С.1 S.



Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Advertising and Selling, published bi-weekly, at New York, N. Y., for October 1, 1927, State of New York, County of New York, Ss.

Before me, a notary public in and for the State and county aforesaid, personally appeared M. C. Robbins, who having been duly sworn according to law deposes and says that he is the Publisher of Advertising and Selling, and that the following is, to the best of his knowledge and belief, a true stancent of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wil:

1. That the names and addresses of the publisher, editor, managing cultor, and business manager are:
Publisher, M. C. Robbins, 9 East 38th Street, New York, N. Y.

Managing Editor, None
Business Manager, J. H. Moore, 9 East 38th Street, New York, N. Y.

2. That the owners are: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding I per cent or more of the total amount of stock.) Advertising Fortnightly, Inc., 9 East 38th Street, New York, N. Y.; Robert R. Ubdegraft, Scarsdale, N. Y., affiliated Publications, Inc., are: M. C. Robbins, 9 East 38th Street, New York, N. Y.; Honder R. Ubdegraft, Scarsdale, N. Y., affiliated Publications, Inc., are: M. C. Robbins, 134 Cliff Ave., Pelham, N. Y.; Florence Page Robbins, 134 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 134 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 134 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 134 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 137 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 134 Cliff Ave., Pelham, N. Y.; Horder R. Robbins, 134 Cliff Ave., Pelham, N. Y.; Merton C. Robbins, 134 Cliff Ave., Pelham, N. Y.; Merton C.

of total number of bonds, mortgages, or other securities are (If there are none, so state.)

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders. If
you contain not only the list of stockholder and security holder as they appear upon the books of the company
but also, in eases where the stockholder or security holder appears upon the books of the company as trustee or in
any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also
that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circum
stances and conditions under which stockholders and security holders who do not appear upon the books of the
company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant
has no reason to helleve that any other person, association, or corporation has any interest direct or indirect in
the said stock, bonds, or other securities than as so stated by him. M. C. ROBBINS (Signature of Publisher)
Sworn to and subscribed before me this 30th day of September, 1927.

(Seal) (My commission expires March 30, 1929.) M. A. ABBOTT.

manufacturing and purchasing organizations are then not at liberty to buy another make of starting motor for use in that particular model of car. In a shoe manufacturing business, on the other hand, the make of rubber heels used is likely to be left to the purchasing organization and not to be controlled by the men who design the shoes.

In marketing fabricating parts the producer in many instances encounters problems, not only of influencing fabricators to purchase his parts for use in their products, but also of stimulating ultimate users to demand products into which parts of his manufacture have entered. This is exemplified by the consumer advertising of manufacturers of automobile bodies.

PABRICATING materials like fabri-Cating parts are manufactured articles which become part of other manufactured articles. Fabricating materials, however, undergo physical modification or change in the further process of manufacturing, whereas fabricating parts do not change their form or require processing by the fabricator. Examples of fabricating materials are steel plates and rods, lumber, copper wire, wool tops, worsted cloth, leather,

flour, and book paper.

The market for fabricating materials is a vertical market, by industries. Some fabricating materials find use in various industries, as, for example, copper wire, but for many materials the market is confined to a single industry, as in the case of wool

tops.

In marketing both fabricating parts and fabricating materials it is essential for the manufacturers to heed the points of view of the men who control the product designs as well as the points of view of the men who actually make the purchases. For fabricating materials the specifications are de-termined by the men in the fabricating organization who control the design of the completed product. Once the specifications are drawn up, however, it is common practice for the purchasing of fabricating materials to be handled in a routine manner.

In a few instances manufacturers of fabricating materials have undertaken to have the identity of their products maintained after fabrication; for example, Armco iron and Skinner satin. Such practice is exceptional at the

present time.

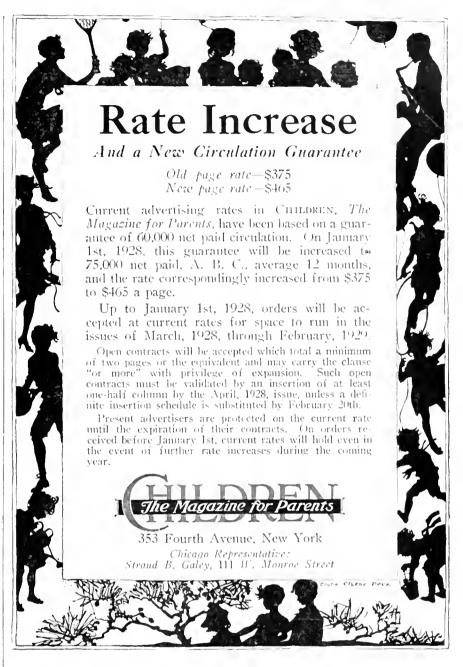
An extreme example of conditions which render it difficult for a manufacturer of a fabricating material to establish the identity of his product so that it can be ascertained after fabrication is furnished by the cotton manufacturing industry. There grey cloth, made by a cotton mill, is sold to a merchant converter, who does not operate a plant but who sends the cloth to a finishing mill to be bleached, dyed, or printed. If it is printed, the finishing mill may or may not be the originator of the design which is applied in ac-cordance with the instructions of the After the cloth is finished, converter. it is sold to a garment maker, who manufactures kimonos, dresses, aprons, or other articles, and sells his products to wholesalers or retailers. Obviously there is little chance for the grey cloth manufacturer to have his product identified in the minds of the consumer who buys a kimono or a child's dress, The difficulty of devising a means for the permanent identification of fabricating materials limits the opportunities for advertising and sales promotion work for such goods. Here lie some of the major unsolved problems in several industries.

Process materials, the sixth subgroup, like fabricating materials enter into the finished product or directly affect its composition. Process materials, however, commonly undergo chemical change, whereas fabricating materials usually undergo physical change. Examples of process materials are soda used for the manufacture of wood pulp. muriatic acid for pickling iron and steel, and sulphate of ammonia for the manufacture of scouring compounds. The nature of the market for process materials is essentially the same as that of the market for fabricating materials. The chief reason for differentiation between the two is that it is next to impossible to retain the identity of the make of a process material after it has entered the process, thus foreclosing to the producer of process materials opportunities for sales promotion which at least some manufacturers of fabricating materials can utilize. These circumstances do not, however, lessen the need for alertness in marketing process materials; on the contrary, they render it all the more necessary that a business producing process materials be given individuality through the development of a reputation for dependability in quality, through sales service or by other

Primary materials include items as raw wool, hides, wheat, crude rubber, furs, raw sugar, and sulphur. The raw material markets have characteristics of their own which differentiate them not only from the markets for consumer's goods but also from the markets for other industrial goods. For each primary material special mar-keting methods have been developed which are adjusted to meet the conditions of production as well as the conditions of consumption. In the marketing of the agricultural raw materials, problems of assembling, grading, storing, and financing arise. Materials like wool, wheat, and cotton have to be assembled in even-running lots before they are suitable for purposes of manufacture. The seasonal crops must be stored during the interval between the time of harvest and use. In these trades raw material merchants occupy a prominent position. In several of the raw material markets, contract sales are common, as, for example, in the sugar beet and coal industries. Organized speculation affects marketing methods in the case of some raw materials. For the raw materials obtained from the extractive industries, as, for example, sulphur, the marketing methods are akin to those of a manufacturing business.

FOR primary materials the markets are vertical, each material being sold to a single industry or to a definite series of industries.

The purpose of the foregoing classification of industrial commodities is not to set up closed compartments, but rather to facilitate comparisons of marketing methods. It is through comparisons of the types of marketing and of the marketing methods for different classes of commodities that we can best ascertain why particular methods are



—AND SO OUGHT YOU!

Roy Palmer Shows How Costs Can Be Cut



PALMER

ROY A. PALMER, Engineer of the National Lamp Works of the General Electric Company, is showing the readers of MANUFACTURING INDUSTRIES how by spending 2% of their annual payroll for modern lighting equipment, an average production increase of 10-12% can be obtained. His series bristles with specific before-and-after figures taken from installations in companies like Timken Roller Bearing, Detroit Piston Ring, Dover Manufacturing, Van Dorn Electric, etc., etc.

These articles on the revolutionary changes that have been made in industrial lighting practice during the past year are making executives in thousands of leading plants look at the illumination of their own plants from a new angle.

Mr. Palmer's series is only one of many features that are being published to help the journal's readers bring down their costs. If your equipment can be sold on a cost-reducing basis let them know about it.

MANUFACTURING INDUSTRIES

Publication of The Ronald Press Company, 15 E. 26th St., New York Member A. B. C.—A. B. P.

It Is Bathing Suit Time In Argentina—

SPRING is now in full bloom below the equator.

The new buying season has already begun.

Farm and ranch owners are taking their families to the country where they are preparing for the harvests, and planning on holidays later on.

City people are getting ready for their annual visits to the seaside at Mar del Plata.

Business in automobiles, farm implements, sporting goods, bathing suits and freekle creams is picking up.

There are no scerets about selling in Argentina. Good products, placed within reach of buyers, plus advertising—the formula is the same that brings success in the United States.

The list of American products now advertised in LA PRENSA of Buenos Aires reads like a trade directory of the leaders of American industry.

More advertisers are added to the list every year, and old advertisers have been increasing their appropriations.

JOSHUA B. POWERS

Exclusive Advertising Representative

250 Park Avenue

New York

effective under one set of circumstances and not under other circumstances. It is through analyses which start with such classifications that the most economical and the most effective methods of marketing specific articles can be ascertained.

The examples that have been cited in this article show the necessity of ascertaining whose decisions govern the purchases of a particular type of article in order that the sales message may be addressed properly. The difference between horizontal and vertical markets is particularly significant in ascertaining not only where the potential market for a particular product exists, but what the characteristics of the market are and how it should be approached.

This is the second of a series of articles on industrial marketing by Professor Copeland. The second will appear in the following issue,

Fire Insurance Advertising

[CONTINUED FROM PAGE 25]

the year's premium income (the exact percentage varies somewhat). If, now each dollar of new premium income demands 60 per cent for fire losses, 35 per cent for expenses and 50 per cent for reserves, that dollar of income becomes \$1.45. Of course, if all goes well, the 45 per cent for "reserves" will finally be journalized into other accounts on the books and the 5 per cent of net will eventually be earned, but for the immediate present the underwriting company must provide, for each dollar of income, 60 cents and 35 cents and 45 cents. The company must "dig up" that 45 cents from some other source.

It is properly a "reserve" or a "surplus" 45 cents. Yet the law demands that it shall be in liquid form. Hence, the result: a fire insurance company must be selling more stock to the public to provide the cash needed for "reserves" whenever and just so long as it is growing beyond a certain pace. The initial capital and paid-in surplus make handsome provision for the early years. After normal size has been attained, for every \$100,000 of growth the company must supply \$45,000 of new capital. To retain earned profits in the surplus account makes provision for this contingency, and yet the fact is inescapable that a fast-growing fire insurance company needs capital without end.

Finally, of course, when fast growth ceases (and when annual premiums settle to a level) additional "reserves" are not required. Then the company, with each month, "releases" reserves by expiration of policies at a rate equal to the new requirements of that month.

Our company is not, as you can see, wildly enthralled when an advertising solicitor pictures to us a glowing vision of hig increases to be had quickly. To us, of the executive committee, it is too strong a reminder of the thing we dread most: another hig fire.

All the advertising men, for another thing, mouth those words "coverage" and "circulation density." Oh, if they only wouldn't talk "density!" That word tags everyone of them as much as a red shirt would in Russia. Then

we know that fellow doesn't know a

thing about tire insurance.

Wide distribution of risks is the key word for safe insurance. "Congested" or "high value" or "close"—any thought of the sort, gives us the blind staggers.

If we wanted density, advertising would be the last thing needed to get it. Our manager can go to Chicago any night and, next day before noon, "place" as much new insurance as we want in a single office in the Board of Trade Building at good rates; but to accept it would be far from sane insurance. Every city is begging for more insurance, every big manufacturing district and nearly every large department store is doing the same, but the underwriting companies, in sheer selfdefense from bankruptcy, must limit the amount they have at risk in a single spot. A company such as ours, accordingly, dares not assume more than \$15,000 or \$20,000 for a "single risk"—hence a Chicago grain elevator where we could sell ten times that coverage is on the market asking insurance companies for more: which is quite the reverse of the usual "selling" situation. The grain exchange in that city—and other primary grain markets reveal the identical condition—has been obliged to establish a bureau of insurance in order to obtain adequate protection for grain in store (for "good delivery" on contracts), and one of the severest rules over member-firms on those exchanges relates to fire insurance. No member is allowed to hold fire insurance in excess of grain owned; insurance must be canceled promptly with sale of the grain. All this is for the reason that insurance is so difficult to obtain that one policy must be retired before the underwriters dare to issue another for grain in the same

In fire insurance, one device whereby the insured secures lower rates is a covenant to the effect that no claim will be made for a minor fire. means that trifling losses, such as occur almost daily in a big department store from "flashes," will be assumed by the owner. Thus the underwriters are saved a multitude of small payments, not so much for the sake of the sum at stake as because the cost of adjustment (expert and highly paid men) often runs several times the size of the damage. Department stores, as a result, will agree that no claim for loss will be filed unless the damage is \$100,000 or more. In some cases that \$100,000 or more. In some cases that minimum is placed at ten times the sum mentioned. The outcome of this sort of agreement is that the premium rate is quite low, and, from an under-writer's viewpoint, "any loss means a big one." Our companies have regu-larly declined risks of this sort. "Den-sity" is too great, which is to say that our risk at stake on a single property is too large for comfort and for solv-ency. We have rules, for our executives, forbidding this type of business. If we dared venture it, department stores alone, distributed over the country, would furnish us all the new volume we could carry.

Department stores are typical of risks of this kind. Were it not for the dangers of "density" any underwriter could get all the volume it desires with-in its home zone. Contrary to all other enterprises, however, fire insurance seeks wide distribution of risks, with

\mathcal{N}_0 , VII

FROM OUR CODE OF ETHICS

"Improvement in Product - That members should constantly seek to improve the quality of their product so that more regular the member's firm increased; that a member's business of de-veloped on the basis of quality and service rather than fire."



HE manufacturer or merchant, the producer or purveyor, the maker

or marketer, may all enjoy the benefits of professional typography. Good, sensible, honest copy backed by a good product presented in a pleasing typographic manner, will make sales.



 \mathcal{N} EW YORK GROUP OF

Advertising Typographers of America

461 Eighth Avenue, New York

- MEMBERS -MEMBERS

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Advertising Agencies' Service Co.

The Advertype Co., Inc.
Associated Typographers

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Frost Brothers
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Montague Lee Co., Inc.

Frederic Nelson Phillips, Inc.

Standard Ad Service

Supreme Ad Service

Tri-Arts Press, Inc.

Typographic Service Company of New York, Inc.

Kurt II. Volk, Inc.

The Woodrow Press, Inc.

SEND FIFTY CENTS FOR A COPY OF THE A. T. A. SERVICE BOOK



ALL KINDS "LINE" WORK NO "WASH"

IRVING PINCUS

10th FLOOR 9 EAST 38TH ST.

CALedonia 9770



Kickernick Underdress

is Nationally Advertised in

The Christian Science Monitor



Kickernick

The ideal summer underdress Comfortable, feminine, no posture can cause strain patented. Many fabrics to choose from.

SIBLEY, LINDSAY & CURR COMPANY

THIRD FLOOR

THE dealer "tiein" advertisement above is one of

419

which appeared in the Monitor, from 53 different cities, within six months after the national advertising began to appear.

A folder describing this "tie-in" service will be sent on request

THE CHRISTIAN SCIENCE MONITOR

107 Falmouth St. Boston, Mass.

AN INTERNATIONAL DAILY NEWSPAPER

resultant thin coverage. The distant is attractive, not from the lure of remoteness but from the protection that comes with isolation.

the With merchandise aim is to sell. Any customer who will pay the price is acceptable. Advertising that uncovers new customers is desired.

With fire insurance, the sale is a contract that will run a year as a minimum and five years as a maximum. Renewal at expiration is taken for granted. The insurance contract obliges the underwriting company to pay for any loss that comes from a fire.

That statement seems simple. It is and ever would be if men were honest. Few men will commit arson on their dwellings. Houses are therefore one of the safest of fire risks. But when "business is bad" men in thousands every month "sell their goods to the insurance companies" by the familiar "mice-and-matches" route (more accurately it is the kerosene route) and this fact is not limited to small rethis fact is not limited to small re-tailers on side streets. It is a sad truth that manufacturing plants and resort hotels and especially small job-bing houses find this an easy way to pay pressing creditors. At least, in their ignorance of the detective methods of the insurance companies, they calculate thus to elude receivership.

WITH all our care, however, we insurance companies pay out tens of millions each year for losses of this As our finance committees meet each business day, the officers present reports of "losses" of the preceding twenty-four hours. It is a monotonous roll of devastation, incident, however, to our business. As a part of each report, the form carries one space with the heading "Cause of fire." Within the following lines of that form come the facts from which we build our company policies, for the "causes" tell us what to avoid and what to have our inspectors leved by the correct or the causes.

inspectors keyed up to correct.

No one would believe, until he has No one would believe, until he has sat in these daily meetings, how often as a cause is "Needed the money" or equivalent phrase. In the subsequent credit report "on the insured" it develops with astounding frequency that "his business has been falling off for a year" or "he was threatened with suit for an account" or "local banker that all credit had been refused." states that all credit had been refused.

It is established by statistics that cover decades that fire insurance losses increase notably in bad times and diminish in good times. Fire losses during the recent war-time were the lowest in thirty years; in the period beginning with 1920 they swept to the highest known totals. The showing is startling, revealing as it does the shameful fact that incendiarism is an enormous factor in the fire losses of America. It presents a disgraceful record of fraud and waste in our commercial world.

To us in the insurance companies this condition is serious. It is far deeper than an exhibit of statistics. For it there is but one help; and that is careful scrutiny of the "moral hazard" of each "sale of a policy." Our company, and undoubtedly every company, rejects a very great share of the new volume offered us. We have no way of calculating this in percentages for the simple reason that "automatic rules" of "forbidden risks" direct our local agents to refuse business of many types without so much

We create what we print and print what we create: principally books & booklets to picture a business, a product or a service.



CURRIER & HARFORD LTD · 468 FOURTH AVE., N. Y. C.

A New 300 Room Hotel and a 22 Story Skyscraper

Two of the many evidences of Unusual Prosperity in

ALLENTOWN PA.

75% of its 250,000 Trading Area Read The

Allentown Morning Call

Story, Brooks & Finley National Representatives

"Ask Us About Advertisers Cooperation"

as even referring them to our offices. A retailer, or a manufacturer, or a hotel keeper, or a dance hall owner, or a cotton warchouse, or a tobacco drier, or a grain elevator, or an anything who warchouse. thing, who requires fire insurance to support his collateral for a bank loan or a mortgage has no alternative. He must procure fire insurance. If he is sound, financially and morally, no trouble is encountered. For that reason good business men never guess the

inner grief of fire insurance.

If, on the contrary, the local insurance broker "covers the risk" (whether he actually issues the policy or whether he merely protects it with policy to fol-low), that "binder of the contract" contains a clause that the insurance company may cancel (and refund prenium) on five days' notice. The same provision will be found in all policies, in the printed "standard con-ditions." When the local broker's daily report reaches the insurance company's district office, the first checking is an investigation of the "record" of the owner of the insured property. Should that record be poor or even questionable, the broker is told by telegraph to cancel forthwith.

Thereupon the property owner is forced to go to another broker, or that broker to "try it on" another of the companies he represents. The property owner positively must have insurance protection to satisfy his bank or his mortgage holder. He therefore scurrics from one broker to another, each broker "tries to place the line" with some underwriter, an endless process of seeking coverage. An identical thing occurs, though not of course for the same reason, with the owner of any large property where hazards are present: wood-working plants, department stores, elevators and other already mentioned, refineries, scores of manufacturing plants, etc. America's "insurance capacity" is inadequate to these high density risks, merely because no underwriting company dares assume a "heavy line." The owner, as a re-sult, is forced to buy wherever he can and this means that every time a company qualifies for a new state, or "enters" another city or opens a new agency, that company becomes a mark for all the "cats and dogs" of the community.

NEW risks, therefore, are our dan-ger spots. New names carry a high loss ratio. To advertise, then, would deluge our company with risks that other companies had rejected, and, before the year could roll around, the fire losses would bring ruin. For any insurance company to let it be known that "they need business" is an invitation for brokers to submit offerings of what is not acceptable to their "regular com-panies," and, as a further element to be considered, an unwritten rule obligates the broker, on renewing the policies of his customer, to renew them with the same underwriting companythe one that has already gone to the expense of inspecting the property for

the initial contract.

Now for us, or any company like ours, to advertise would open wide the door for all the undesirable and high-risk business in the market. this is the real reason, after all others are considered, why our company is afraid to advertise in a general way. The response would be altogether too

ADVERTISING AND SELLING

The responsibility of producing a good piece of printing any good piece of printing, belongs to the printer . And we welcome the opportunity to take that responsibility.



The Marchbanks Press

II4 EAST 13TH STREET

Telephone: Stuyvesant 1197

NEW YORK

Invaluable

for Writers and Business Men

HEN advertising men. men who create ideas... want information, they want it ... quickly. For those whose success compels the proper use of words, no other books cover as wide a range of vital information as the ONFORD DESK SET.

OXFORD DESK SET.

Speaking of "Modern English Usage,"
Christopher Morley says: "This is a book
that really could do for one's speech or
writing what the failed book of Etiquette
was supposed to do for the manners of
the table." The New York Sun says
about the "Concise Oxford Dictionary,"
"The authors." Lay before its a review. "The authors...lay before us a review of the English language the like of which has not been attempted before."

tills a long felt need for those who take pride in their speech and writing.

Mail this Coupon today

. ~					
	OXFORO UNIVE			AMERIC	AN BRANCH
ţ	GENTLEMEN: Thuse and me th			SET at	\$7.50 per set.
1	I emilise	07	send COD)	
1	Name				
1	Address				
į	CHy				



These books, durably bound in dark blue buckran with case to match are attractive as well as practical. They put the proper word or expression at the "finger this" of those who mold public opinion.

OXFORO UNIVERSITY PRESS AMERICAN BRANCH 35 West 32d Street, New York



Rate for advertisements inserted in this department is \$3.00 per inch. Forms close Saturday noon before date of issue. Minimum charge \$1.50.

Help Wanted

A Sales Managership will be open immediately for a man at present employed and thoroughly capable of developing dealer organization and sales in domestic utility field. Salary \$10,000 to \$12,000. Address Box 486, Advertising and Selling, 9 East 38th Street, New York City.

ASSOCIATE EDITOR for monthly magazine going to producers and users of printing for sales purposes. Must have had experience in preparing and selling campaigns of printed matter and understand the printers problems. Editorial experience essential. State age, background and starting salary needed. J. C. ASPLEY, DARTNELL CORPORATION, 4660 Ravenswood Ave. Chicago. NELL COR Ave., Chicago.

SPECIALTY SALESMEN WANTED

One of the oldest and best established manufacturers of decalcomanias and transparencies has some very rich territory just now open for the right type of specialty or sign salesmen. If you are the type of man to sell quality products strictly on their merits regardless of price, we will support you with price schedules that will make sales doubly sure. Such territories as Boston, Philadelphia, Cincinnati, Kansas City, Omaha, Minneapolis or St. Paul, Denver, Dallas, New Orleans, Louisville and Richmond are open—but not for long. If you measure up write promptly, giving full details in your first letter. Address Box 485, Advertising and Selling, 9 East 38th Street, New York City. One of the oldest and best established manufac-

Position Wanted

A man whose work has attracted attention in his industry and who is now doing important work for a large corporation.

A man who can plan, write and layout your advertising the way you want it done.

A man who can put your ideas and your thoughts into result producing advertising campaigns.

A man whose experience will save your money on art work and production.

A man whose selling, engineering and advertising experience of fifteen years qualifies him for the position of advertising manager (probably for some industrial advertiser), or copy writer for some agency.

If this man interests you let him tell you his story. He is thirty-five years old, married, and his hobbies are gardening, birds and writing

Address Box 480, Advertising and Selling, East 38th Street, New York City.

SALES EXECUTIVE

Thoroughly experienced in handling salesmen and sales promotion—familiar with Sales Department routine and a good correspondent with constructive ideas, is open for connection with a reliable firm. Has had wide experience in handling sales of several national advertisers and can supply convincing references. Address Box No. 483, Advertising and Selling, 9 East 38th St., New York City.

Positions Wanted

Married man (43), highest references, desires connection with Daily publication in Kansas, Missouri or Colorado, as Advertising Solicitor. Would also be interested in taking the management of Country Weekly. Write W. O. Jones, Peabody, Kansas.

Young Man, now in accounting seeks change to advertising. Original, terse and forceful writer. Versatile in effective copy, practical ideas, attractive layouts and pulling publicity. Address Box 487, Advertising and Selling, 9 East 38th St., New York City.

SALES AND ADV. EXECUTIVE WITHE FOLLOWING EXPERIENCE IS AVAILABLE

10 years as advertising and sales promotion man with a large manufacturing company.

11 months in the Publicity Division of the U. S. Marine Corps.

7 years in newspaper editorial and advertising

7 years in newspaper editorial and advertising work.

work.

This man has developed and conducted a successful statewide advertising and sales promotion campaign for an organization of retailers.

He has also taken over the salesmanship of a laundry which was losing money four years ago and which today is the best paying laundry property in its territory and one of the outstanding laundries in the country.

Box No. 482, Advertising and Selling, 9 East 38th Street, New York City.

ADVERTISING — MERCHANDISING SALES PROMOTION — SELLING

Advertising executive/age 29—experienced all phases advertising—merchandising—sales promotion—sales management—desires association with national advertiser.

Worked with retailer, jobber and their sales organizations. Now advertising and assistant sales manager of prominent manufacturer with factory chain stores and national distribution.

Has university education, fundamental business background, ability to produce results and sufficient energy and perspective to plan and completely execute successful retail and national sales and advertising campaigns.

Present earnings \$5,700.00.

Address Box No. 481, Advertising and Selling, 9 East 38th Street, New York City.

Multigraphing

Quality and Quantity Multigraphing, Addressing, Filling In, Folding, Etc. DEHAAN CIRCULAR LETTER CO., INC 120 W. 42nd St., New York City Telephone Wis. 5483

Stationery and Printing

STATIONERY AND PRINTING Save money on Stationery, Printing and Office Supplies. Tell us your requirements and we will be pleased to quote lowest prices. Champion Stationery and Printing Co., 125 Church Street, New York City, Phone Barclay 1295.

The Next Great Invention

[CONTINUED FROM PAGE 36]

machine, the first motion picture device, had similar experiences. But the

Thing they strove for came.

What was that Thing? In one case it was to transmit sound. In another, to reproduce sound. In still another, to reproduce motion. In others—the motor-car and the airplane-to bridge The need for doing these distance. things had been intensified by the fact that the earth's population is much greater than it was a century ago. Man had to find ways of communication and transportation which were tetter, because faster, than the old ways. He found them by uncovering and combining materials which, in one form or another, have been a part of this planet since its beginning. The great inventions of the future will come in the same way. First, the need for them will assert itself. It will be recognized. Finally, men whose minds run in that channel will apply themselves whole-heartedly to the problem.

What are our greatest needs? If you can answer that question, you will know what form the great inventions of the future will take.

My own belief is that the great inventions of the near future will not be in the fields of transportation, communication or reproduction. There does not seem to be any urgent need for them. The internal-combustion engine will unquestionably be bettered, but it is unlikely that its fundamentals will be changed. Flying will be made safer because it must be. The radio and the motion picture will be improved, but it is improbable that they will be altered materially. Wider adoption of automatic exchanges will help make the telephone a more dependable instrument than it is.

I repeat, the great inventions of the near future will not be in the fields of transportation, communication or re-

In medicine and food. There is where the need is keenest. Mankind is, on the whole, abominably fed. We are, for the most part, the victims of gross ignorance or, what is as bad, of fads. What will come, because it is what is needed, is a balanced ration.

In the field of medicine, conditions

are little, if any, better.

My belief is that it will be the
German who will make the greatest contributions to these fields, partly because his mind is peculiarly fitted for the task and partly because, more than any other civilized people, the Germans are continually faced by the query, "Where—and how—are we going to get enough food?"

It may be that you do not realize that there is a very close relationship between advertising and invention. There is. Thumb through the advertising section of your favorite magazine and you will see how close the relationship is. Offhand, I should say that three-fourths of the advertisements in weekly and monthly publications are of devices or products or services which are the brain-children of some poor devil of an inventor. And it is from that same source that the advertisable devices and products and services of the future will come.

Tentative Program of A. N. A. Meeting

TENTATIVE program has been A adopted for the seventeenth annual meeting of the Association of National Advertisers, Inc., which will be held in the ballroom of the Hotel Roosevelt, New York, on October 31, November 1 and November 2. The program fol-

General Subject: "Significant Trends in Marketing?

Sunday, October 30

Registration—Ballroom Foyer 3 to 6 p. m. Annual Meeting, Board of Directors 8 p. m.

Monday, October 31

Registration—Pallroom Foyer Begins at 9 a, m.

Morning Session-11 A. M.

President's Annual Report, Secretary-Treasurer's Annual Report, Significant Trends in Marketing—(Speaker to be announced). Committee meeting to be held at luncheon.

Afternoon Session-2 P. M.

Modern Marketing Begins with Research— Everett R. Smith, The Fuller Brush Company, Chairman, A. N. A. Research Council.

Group Meeting—3 to 5 p. m.
Advertising Department Administration.
Sales Department Administration. Research Industrial Advertising.

Informal Dinner and Entertainment-6.30

Tuesday, November 1

Morning Session, 9:30

Sclling to Syndicates and Chain Stores— Dr. Melvin T. Copeland, Harvard University Graduate School of Eusiness Administration.

ministration.
Election of President.
The Advertiser's Interest in Proposed Postal
Legislation—R. N. Fellows, The Addressograph Company, Postal Committee. Election of Vice-Presidents.

Report of Committee on Cooperation with University Professors—Bernard Lichtenberg, Alexander Hamilton Institute, Chairman.

Election of Directors,

The Purchasing Agent's Attitude Toward Nationally Advertised Products—F. J. Petura, General Purchasing Engineer, Henry L. Doberty Company. Report of Tellers,

Afternoon Session, 2 P. M.

Clinic on Sincerity in Advertising.

Clinic on Sincerity in Advertising.

The Practical Ethics of Sincere Advertising
—Earnest Elmo Calkins, president Calkins & Holden.

Consumers In Wonderland—Stuart Chase, co-author of "Your Money's Worth"

How Much Sincerity Does Advertising Want! Irwin S. Rosenfels, Advertising Counsel.

Constructive Consorship from the Standpoint of Advertising, Publisher and Consumer—Miss Katharine Fisher, Director, Good Honsekeeping Institute.

Annual Dinner—7 p. m. (Guests Invited)

Wednesday, November 2

9:30 A. M.

Practical Experiences in Price Standardiza-tion—R. D. Keim, General Manager, E. R. Squibb & Sons, What An Advertising Manager Should Know About Trade-Marks—W. K. Bur-len, New England Confectionery Com-pany, Chairman Trade-Mark Com-mittee,

Report of Resolutions Committee.

A New Local Medium Through Standardization of Dweet Mail Units—W. M. Gordon, Sales Manager, S. D. Warren

Co. Report of Newspaper Committee. Introduction of New President. Adjournment.

Advertisers' Index

	€	€
	[a]	[h]
	Advertising Typographers of America, 77 Akron Beacon Journal	Hardware Age
	American Architect	[<i>i</i>]
	American Printer 10 Animated Products Corp. 50 Ansonia Hotel 70 Apeda Studio, Inc. 60 Associated Business Papers 12	Iglestroem Co., J. 67 Indianapolis News 4 Industrial Power 68 Iron Age 39
		[1]
	[b]	Lennen & Mitchell, Inc
	Baker's Weekly	
	Batten Co., Inc., George	[<i>m</i>]
1	Boot & Shoe Revorder 74 Bridgeport Post-Telegram 18 Brooklyn Daily Times 58	Manufacturing Industries
	Building Supply News, Inside Back Cover Butterick Publishing Co	Market Place 80 McCall's Magazine 45 McGraw-Hill Book Co., Inc 54 McMillau, Inc., W. C. Facing 51 Marchbanks Press 79
0	[c]	
	Calkins & Holden, Inc. 13 Cantine Co., Martin 73	[n]
-	Cargill Co	National Register Publishing Co
-	Chicago Daily News, Inside Front Cover Chicago Evening American	New York Times 89 New Yorker 85
1	Children, Magazine for Parents	$\lceil o \rceil$
-	Cleveland Plain Dealer	Oxford University Press
1	Collier's65Columbus Dispatch8Cosmopolitan18	
l	Currier & Harford	[p]
	[d] Delineator	Penton Publishing Co. 61 Photographers Association of America 14 Pineus, Irving 77 Pittshurgh Press 3 Power 15
ŋ	Des Moines Register & Tribune-Capital 37 Detroit Free Press	Powers, Joshua B
- -	Detroit-Leland Hotel	[r]
g g	Drug Topics	Ronald Press Co 60
- il	[e]	۲۵٦
).)	Einson Freeman Co 63	[8] Shoe & Leather Reporter
,	[<i>f</i>]	Shrine Magazine 50 Simmons Boardman Publishing Co. 33 Standard Paper Mfg. Co. 71
	Feather, Wm., Co	[t]
-	French Line	Textile World 9
	[g]	Topeka Daily Capital67Topics Publishing Co.46
I.	Gatchel & Manning, Inc	[u]
	Good Housekeeping	United Publishers Corp



The NEWS DIGEST

A complete digest of the news of advertising and selling is here compiled for quick and convenient reference & The Editor will be glad to receive items of news for inclusion in this department & Address Advertising and Selling, Number Nine East Thirty-eighth Street, New York City



Name	Former Company and Position	Now Associated With	Position
H. Lucey	.Campbell-Ewald Co., Inc., Chicago		.Associate Director of Div.
E. C. Conover	.Wm. H. Rankin Co., Inc., New York		. Director of Div. of Market Analysis
H. O. Bodine	.Gevaert Company of America, New York,		
	Sales and Adv. Mgr		
			In Charge of New York Office, and Eastern Sales Mgr.
T. H. McClure	.Calkins & Holden, Inc., New York	.Gardiner-Lucas Licorice Co., Inc., Brooklyn, N. Y.	. General Mgr.
Herbert Metz	Graybar Electric Co., Inc., New York, Adv. Mgr		
Morton Gibbons-Neff.	Dill & Collins, Philadelphia, Adv. Mgr		
Horace Wilcox	Gantner & Mattern Co., San Francisco, Adv	7.	
	Mgr.	.Caterpillar Tractor Co San Leandro, Cal	
H. O. Nadler	The Barrett Co., New York, Adv. Pub. and Sales Prom.	·	. Director of Adv. and
Charles E. Shearer	Industrial Works, Bay City, Mich., Adv. Mgr.	. Resigned	Sales Development

CHANGES IN PERSONNEL—(Agencies, etc.)

Name	Former Company and Position	Now Associated With	Position
G. K. Morgan	. Foote & Morgan, Inc., New York, Pres. and Treas.	.Same Company	.Chairman of Board
Ralph Foote	.Foote & Morgan, Inc., New York, Vice-Pres and Sec'y		
M. C. Lodge	.Foote & Morgan, Inc., New York, Vice-Pres .Foote & Morgan, Inc., New York, Director .Burnham & Morrill Co., Portland, Maine, Ass'	.Same Company	Vice-Pres. and Sec'y
o. 1. Tatcher	Adv. Mgr.	William B. Remington Inc., Springfield, Mass	, Member of the Staff
C. A. Downs	. Wm. H. Rankin Co., Inc., New York, Acc't Executive	, 1 0 ,	
Arthur Anderson	Young & Rubicam, New York		7
C. R. Vail	. Campbell-Ewald Co., Inc., Chicago, Ass't in Research Dept.		7
William J. Griffin	.Lennen & Mitchell, Inc., New York, Copy		7
Howard Cutler	.Free-Lance Artist		7
K. J. T. Ekblaw	Editorial and Adv. Promotion in Agricultura Engineering Field	l Frank B. White Co., Chicago	Vice-Pres.
Harry Harding, Jr.	American Lithographic Co., New York, Sales Staff		
Reed Parker	The George L. Dyer Co., New York, Vice-Pres		
F. A. Broderick	Hanff-Metzger, Inc., New York, Space Buyer	H. W. Kastor & Sons, Inc., New York	
Lynn B. Dudley	Campbell-Ewald Co., Inc., Detroit, Head of Accessories Dept.	.Same Company	New York Branch Mgr.



"A check-up of Sales shows that 50% of your dealers sell 75% of your merchandise!"—writes a puzzled Sales Manager to his District Manager.

Why not determine this BEFORE Distribution? You can-in Cleveland. Out of every thousand grocers in Cleveland, 500 will sell merchandise that the

other 500 can't give away! Which 500?

Why not determine and prevent this Waste BEFORE Distribution? You can -in Cleveland.

No two Metropolitan Markets are alike. Thinking that they are is a sure way to Distribute merchandisc WASTE-fully.

HERE—in the Cleveland Market—is the Best Place in the United States to Sell Merchandise Profitably!-or WASTEFULLY! Either can be done and both are

For Cleycland is CLEVELAND and "a law unto itself" and merchandise that sells here doesn't sell elsewhere-and vice versa!

Cleveland is the Hub of Ohio's Manufacturing Prosperity, the country's Second City in Diversified Industries, its Fourth City in Volume Manufactured, and Cleveland has three Absolutely Different BUYING GROUPS. Which group will buy YOUR merchandise? We know and will tell you.

SALES MANAGERS favoring Safe Procedure in Cleveland will secure it by writing to National Advertising Department, Cleveland Plain Dealer, Cleveland, Ohio, or the nearest Representative.

Cleveland's Merchandising Headquarters for National Advertisers

Selling the Cleveland Market without first knowing all its selling facts is a needless experiment. Needless—because The Plain Dealer has all

Needless—because The Plain Dealer has all the selling FACTS, tabulated from hundreds of merchandising campaigns in the Cleveland Market and they are available without "string" or obligation.

These facts, indeed may not warrant any Plain Tealer advertising they may not warrant any related and messpaper advertising but they always indicate SATT PROCEDURE. So many successful comparins have begun with this Cleveland Market EXPERIENT Intat—as far as Cleveland is concerned the Plain Dealer's Market Service Department is now generally accepted as MERCHANDISING HEADQUARTERS—FOR—NATIONAL—ADVERTISERS.

HERE is the BUST



Merchandlse

Clevelan in Cleveland and Northern Ohio-ONE Medium ALONE One Cost Will sell it

110 E. 42nd St., New York 360 N. Michigan Ave., Chicago; Fine Arts Bidg., Detroit

WOODWARD & KELLY

R. J. BIDWELL COMPANY Times Bidg., Los Angeles; 742 Market St., Sae Francisco



Advertising • The NEWS DIGEST • O.

Issue of Oct. 19, 1927



	CHANGES IN PERSONNEL—(A)	gencies, etc., continued)
Name	Former Company and Position	Now Associated With Position
G. E. Heiffel	Frank Seaman, Inc., New York	. Husband & Thomas Co., Inc., New York Director of Production
Ivan F. Morris	.The Izzard Co., San Francisco, Mgr	. Emil Brisacher & Staff, San Francisco Ace't Executive
Allan Hendrick	The Shoe Retailer, Boston, Mass., Circulatio and Research Director	n .The Kenyon Co., Inc., Boston, Mass Executive Capacity
Harry A. Rick	.The George L. Dyer Co., Chicago	.Same CompanyVice-Pres.
Robert L. Marx	National Woollen Mills, Parkersburg, W. Va. Sales Mgr.	 .Marx-Flarsheim Co., Cin- cinnati, OhioIn Charge of Chicago Office
Donald M. Wright	.N. W. Ayer & Son, Philadelphia, Copy	
C. W. D. Lamont	. St. Louis Post Dispatch, Chicago Office	
Joseph E. Bloom	The American Weekly, New York, Mgr. of Pla and Research Dept	n .The Biow Co., Inc., New YorkGeneral Mgr.
H. F. Weller	.Edward N. Nathan, Adv. Agey., San Francisco	Campbell-Ewald Co., Inc., San FranciscoMember of Staff
C. B. Fraser	.Burton Bigelow, Inc., Buffalo, N. Y., Production Mgr.	.Same CompanyDirector of Research Dept.
L. A. Ehrich	Dwelle Kaiser Co., Buffalo, N. Y. in Charge of Sales Promotion	of
Neill C. Wilson	, Sherman Clay & Co., San Francisco, Adv. Mg	r.Lord & Thomas and Logan, San FranciscoAce't Executive
H. K. Boiee	.The George L. Dyer Co., New York, Vice-Pres	Lennen & Mitchell, Inc., New YorkMember of Staff
Dewey Pinsker	. Ajax Advertising Agency, Inc., New York, Vie Pres	e- Same CompanyPresident
	CHANGES IN PERSONN	EL—(Media, etc.)
Name	Former Company and Position	Now Associated With Position
Frederie Klarman.	Condé Nast Publications, New York, Art Director	Doubleday, Page & Co., New YorkArt Director
Wm. A. Lorenzen	.The People's Home Journal, New York, Head Circulation Statistical Dept	of Motion Picture Publica- tions, Inc., Brooklyn, N.YAss't Business Mgr.
Stanley Syman	The New York American, New York, Adv. Mg of Bronx and Harlem Sections	gr. Same CompanyMgr. of Daily Local Adv.
W. Rodger Winters	The Evening Graphic, New York, Adv. Dept.	The New York American, New YorkAdv. Mgr. of Bronx and Harlem Sections
James O. Peck	. Factory Magazine, Eastern Adv. Mgr	Same CompanyAdv. Mgr. (Headquarters in Chicago)
H. E. Ostin	A. W. Shaw Co., Chicago, Research Dept	Factory Magazine, Chi- eagoMember of Staff
	American Radiator Co., New York	York Member of Staff
Will S. Henson	Johnston Printing & Advertising Co., Dalla Texas, Vice-Pres	ıs, Texas Publication House, Inc., Dallas, TexasVice-Pres.
Harry E. Andersen	The Nebraska Farmer, Lineoln, Neb., Adv. Dept.	

"INTERESTIN"

but TOUGH"

RACING the conquest of the New York market, you rub your chin, perhaps, and observe with a Mark Twainish echo "Interestin' but tough."

Quite tough, indeed! How many a high-flying project has tail-spinned through the bewildering cross-currents of the airs above Manhattan! From the Ship Canal to the Battery Wall the town is full of tales of lost advertising adventures and the wreckage thereof.

These islanders are perhaps the most exacting, the most wary of prospects.

But what a market is here, rich, ripe, ready to react to the right formula! Within the Metropolitan area, one-quarter of the national income. Something reaching towards one-half of the luxury purchases of the nation made in the smart shops on and off the Avenue.

With all the tons of research matter, charts and surveys that have accumulated about the business of capturing the New York market, this simple formula remains: The right product, rightly priced, once it is set squarely in line with the living interests of New York's bright people, will sweep the island.

The New Yorker, with more than 45,000 of its fifty some thousand buyers here within the Metropolitan area, is the key that will unlock the entrance to the homes of those who count.

Our Island, with The New Yorker to carry the message of the product that is right, is, indeed, *not* tough. Indeed there is an arriviste air about advertisers in The New Yorker these days.



Advertising • The NEWS DIGEST • Oct. 19, 1927



CHANGES IN PERSONNEL—(Media, etc., continued)

Name
Former Company and Position

Now Associated With
Position

Frank D. Mackie...Retail Ledger, Philadelphia, Pa., Adv. Service
Division.......Topics Publishing Co.,
Inc., New York......In Charge of Adv. Service Division

Don F. Whittaker...Boulden-Whittaker Co., Inc., New York.....Same CompanyPresident

CHANGES IN AGENCIES AND NEW ADVERTISING ACCOUNTS

Name	Address	Product	Now Advertising Through
*Amory Browne & Co	Boston, Mass	and other Lancast	er George Batten Co., Inc., New York
The Curtiss Candy Co	Chicago	Carbonated Beverage"Baby Ruth" Candy.	s.Gottschaldt-Humphrey, Inc., Atlanta, Ga. Erwin, Wasey & Co., Chicago
B. B. & R. Knight Corp	Providence, R. I		b- Reimers & Osborn, Inc., New York
W. F. Quarrie & Co Chicago Title & Trust Co Seneca Electric Welder Corp	Chicago	The World Book Finance Electric Arc Welder Home Builders Trailers and Fifth	Carroll Dean Murphy, Inc., Chicago Carroll Dean Murphy, Inc., Chicago Carroll Dean Murphy, Inc., Chicago Rolfe C. Spinning, Inc., Detroit Rolfe C. Spinning, Inc., Detroit
Detroit Lacquer Co		Wheels	Rolfe C. Spinning, Inc., Detroit
		Paint Removers	Rolfe C. Spinning, Inc., Detroit
Leopold Desk Co	Burlington, Iowa .	Desks	Vanderhoof & Co., Chicago . Frank B. White Co., Chicago
The Moulton Products Co	Lombard, Ill New York	Toilet Specialties French Footwear Egg Saver Flats f	Brandt Advertising Co., Chicago LaPorte & Austin, Inc., New York
Lakeview Poultry Farm	Holland Nich	Egg Cases	Frank B. White Co., Chicago Frank B. White Co., Chicago
Mintrated Products, Inc		, Mintrated Cream of	
Savoy Plaza Hotel	New York	Hotel	The Quinlan Co., Chicago Andrew Cone General Advertising Agency, New York
Skilsaw, Inc	Chicago Turners Falls, Mas	Electric Saws	r.Dearborn Advertising Agency, Chicago The Quinlan Co., Chicago Evans, Kip & Hackett, Inc., New York
Guide Motor Lamp Manufacti		Remover	Reimers & Osborn, Inc., New York
ing Co	Cleveland, Ohio ncNew York	Taco Heaters	s.Eddy & Clark, Inc., Akron, Ohio .Charles W. Hoyt Co., Inc., New York
James Heddon's Sons	Dowagiac, Mich		Rogers & Smith Advertising Agency, Chicago
The Trackson Company	Milwaukee		d- .Dearborn Adv. Agency, Chicago
The Bass-Heuter Paint Co., I	ncSan Francisco	Ariel Club Coffee Paints and Varnishes	.David Lampe Adv. Agency, Baltimore .Honig-Cooper Co., Inc., San Francisco
The Silz Packing Co		Chicken	.William H. Rankin Co., New York
The Anchor Cap & Closure C	orpLong Island City, N	V.Y.Metal Caps for Glass Containers	. Lyddon & Hanford Co., New York
The Skinner Manufacturing (CoOmaha, Neb	Macaroni, Raisin-Bra	n .The Stanley H. Jack Co., Inc., Omaha, Neb.
The Royal York	Toronto, Canada Columbus, Ohio	"Skidoo." Household	Ray D. Lillibridge, Inc., New York The Robbins & Pearson Co., Columbus, Ohio
			Onio

^{*}Not to be confused with the advertising of various other Amory Browne products which are advertised through several different agents.



The Garden of the East Morocco

. . voluptuous mysterious! A thousand colours flashing in the dazzling sunlight. A thousand en-chantments throbbing through the purpled nights. The sullen fitful flare of torches . . . the wild pulse beat of desert drums . . . ever to echo through the memory. Strange savage peoples in ceaseless pageant. The east . . .

including Mediterranean crossing . and other expenses . . . private automobiles to wend those splendid roads or ride the desert dunes . . . \$1750. Too, there are shorter trips . . . 10-day itinerary as low as \$200.

desert drums . . . ever to echo through the memory.

Strange savage peoples in ceaseless pageant. The east . . . slumberous with dreams . . . aflame with life!

Just at the other end of "the longest gangplank in the world" . . . North Africa . . . its magic! And there strung through all its wonders of exotic cities of mirage-haunted desert and palm feathered oases the forty-one famous

Trans-atlantique hotels. De Luxe 57-



Advertising • The NEWS DIGEST. • Issue of Oct. 19, 1927



PUBLICATION CHANGES AND APPOINTMENTS

The Eureka Humboldt Standard, Humboldt County, Cal			
The American Girl, New York Has appointed J. R. Ferris, Chicago, Ill., as its Western advertising representative.			
The St. Louis Star, St. Louis, Mo Has appointed Story, Brooks and Finley, Inc., New York, as its national advertising representative.			
The Southern Furniture Market News, High Point, N. C			
The Times, St. Louis, Mo			
MISCELLANEOUS			
Federated Business Publications, Inc., New York			

The Schimpff-Miller Co., Inc., Advertising

Joshua B. Powers, New York, Publishers'

NEW ADVERTISING AGENCIES AND SERVICES, ETC.

G. F. Barthe & Co 406 S. A. & K. Building, Syracuse,	
N. YAdv	ertising & Sales
Sale	es CounselG. F. Barthe
Duncombe, Inc	ertisingArthur Duncombe

CHANGES IN ADDRESSES

Advertising Agencies and Services, Publications, etc.

Name	Business	From	To	
Erwin, Wasey & Co	Advertising	250 Park Avenue,	New YorkGraybar Buil	ding, New York
S. C. Theis Co., lnc		1440 Broadway, N	Yew YorkGraybar Buil	lding, New York
William B. Remington,	IncAdvertising	146 Chestnut St. Mass	, Springfield, 21 Besse I Mass. (Effect	
Advertising Industries, 1	ncAdvertising	487 Ellicott Squar	e, BuffaloThe White Bl	ldg., Buffalo
Weston-Barnett, Inc	Advertising	446 Wrigley Bldg.	, Chicago534 Wrigley	Bldg., Chicago

430,242 A new high peak

THE AVERAGE NET PAID SALE of The New York Times for the six months ended September 30 gained 38,777 copies.

FIRST in quantity of circulation among New York standard sized morning newspapers—FIRST in quality of circulation anywhere.

THE NEW YORK TIMES 430,242
SECOND MORNING NEWSPAPER 369,307
THIRD MORNING NEWSPAPER 351,062
FOURTH MORNING NEWSPAPER 312,670
(Average daily and Sunday)

Present sale Week days more than 400,000



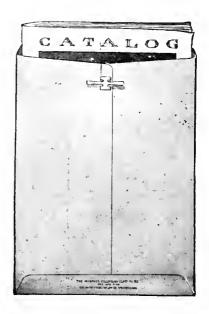
Present sale Sundays more than 675,000

The New York Times

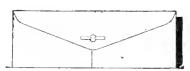
"All the News That's Fit to Print"

This or This





Which way does your catalog arrive?



The Improved Columbian Clasp Envelope is made of tough, strong, hard-to-tear paper. The clasp is malleable, doesn't break off after three or four bendings. The metal tongues always line up with the flap punch.



The name, Improved Columbian Clasp, and the size number are always printed on the lower flap.

 A^{T} the left you see a catalog that was mailed out in an envelope too light.

The other envelope—at the right—cost more money—probably as much as three-fifths of a cent more—for each catalog sent out.

Saving that fraction of a penny lost the profitable business that might have come from catalogs that arrived fit only for the waste-basket.

The costliest catalog envelope you can buy is the one that fails to deliver its contents in good condition.

To give your catalog the best possible protection in its journey through the mails, have your printer or stationer furnish you Improved Columbian Clasp Envelopes.

These envelopes are precisely cut and strongly made of tough, tear-resisting paper. They have malleable metal clasps that don't break off, or pull out easily.

Thirty-one stock sizes make it easy to get exactly what you want—in Improved Columbian Clasp Envelopes, without paying made-to-order prices. Ask your printer or stationer—or write us.

UNITED STATES ENVELOPE COMPANY

The world's largest manufacturers of envelopes
SPRINGFIELD, MASSACHUSETTS
With fourteen manufacturing divisions covering the country

COLUMBIAN CLASP ENVELOPES

N an advertisement printed thus far in the Sept. 10th issue of Editor & Publisher; the Sept. 7th issue of Advertising & Selling and the Sept. 8th issue of Printers' Ink, The Detroit News says "five of the six insulation advertisers in the Detroit field use The Detroit News; three of them employing the News exclusively. local builders those on the ground place the bulk of their advertising in The Detroit News. During the first half of 1927 The News carried 16,000 lines more builders' advertising than both competitors combined."

Using The Detroit News own figures recently published in a booklet, giving lineage figures in Detroit for the first half of 1927, you will find on the first count that there are NOT "six insulation advertisers" but EIGHT. FOUR of these EIGHT used The Free Press exclusively as follows: Balsam Wool, 6552 lines; Masonite, 2128 lines; Johns Manville, 6244 lines; Flaxlinum, 9240 lines. TWO of the EIGHT used The News exclusively -- Beaver Bestwall, 11704 lines and Cornell Wood Products, 1680 lines. Of the other two Celotex used more than twice as much space in The Free Press, while the other, Insulite, used The News and Detroit Times. Mind you, these are not Free Press figures, but those compiled by The Detroit News itself.

On the second count, again using The News's own figures, The Free Press carried 10,920 lines more of builders' and builders supply advertising than did The News, which clearly establishes the fact that The Free Press is FIRST in building advertising in Detroit.

Furthermore, many of the largest and most important builders' supply advertisers use The Free Press exclusively. Here is a partial list of advertisers in this classification who placed ALL of their advertising for the first half of the year in The Free Press—these again being quoted from The News booklet.

Williams Oil-O-Matic Oil Burner

Nokol Oil Burner Vogt Refrigerators Bonded Floors Inc. Kewanee Boilers American Blower Co. National Council for Better Plastering Silent Automatic Oil Burner Carey Roofing Schroeder Paint & Glass Chicago Faucets The Austin Co. Timken Oil Burner Copeland Refrigerators Mich. Builders Supply Penberthy Oil Burner Quiet May Oil Burner Stover Water Softener ABC Oil Burner Johnston Paint & Glass Co.

The Free Press does not seek through its own advertising to belittle competitors in any effort to build itself, but when ambiguous statements are made by its competitors, this newspaper must defend itself.

Not only is The Free Press FIRST in the advertising classification "Builders and and Builders' Supplies," but in the closely related classification of "Real Estate," The Free Press printed during the first half of 1927 more advertising than both its other competitors combined.



New York

Chicago

Detroit

San Francisco

NO the receipt of it the Sacrosanet Schartes of the Pi-Omega Chapter of the Ohe, more Oherons of Petrola. It is the First Aid Team of the Bastowa Text. Rethrety of the Humble Oil & Rethring Co. and is printed here to suggest the oremize I maket which exists in the Oil Industry for first aid tits hospital equipment and supplies safety devices, alarm and signal systems, anthorns and a host of accessory commodities.



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Member: A. B. P., A. B. C.

A Consistently Surprising Market-

Even to men who have been a part of it for years, as we have, the Oil Industry furnishes continual surprises in the diversity and ramifications of its purchases. It is literally true that almost every manufacturer can find a market for some one of his products in some part of the Oil Industry. A single company reports 20,000 different items on its annual purchasing list.

The representatives of National Petroleum News are men thoroughly schooled in the industry's operations and needs. They know what individuals influence purchases and which control the actual buring decisions. They know these things from personal experience—not from mere hearsay. A definite part of their responsibility is to place this information at the disposal of sales and advertising managers, so that sales and advertising programs can be geared together for maximum effectiveness.

Water or wire any office listed at the right if you would blee detailed information in regard to your sales-possibilities in this huge market. NATIONAL PETROLEUM NEWS

NATIONAL PETROLEUM NEWS

